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74th YEAR

SEPTEMBER 1951

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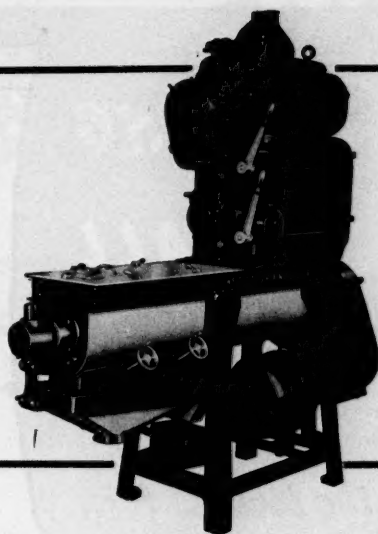
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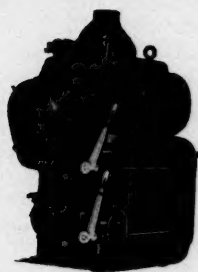
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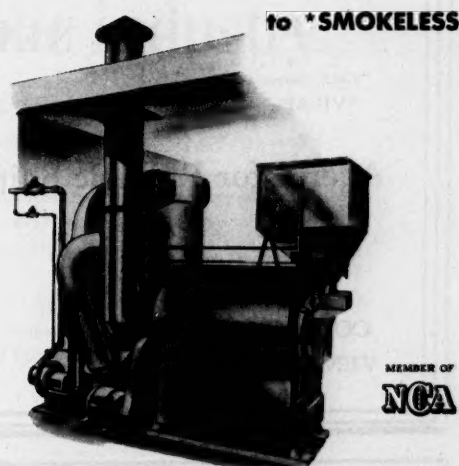
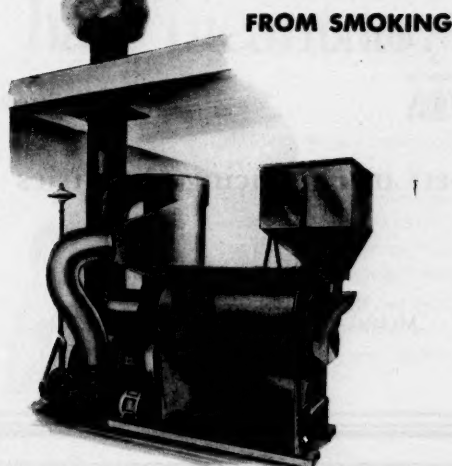
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During this half century, Canco's growth and co-operation with your industry have brought forth widespread process and product improvement—opening new markets and helping you sell more efficiently than ever before.



A good case in point is the vacuum-pack coffee can. This Canco container permitted roasters to protect from roaster to consumer the flavor and aroma of fresh-roasted coffee.

The people of Canco are proud of this and the many other Canco contributions to this industry.

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1901—50TH ANNIVERSARY—1951

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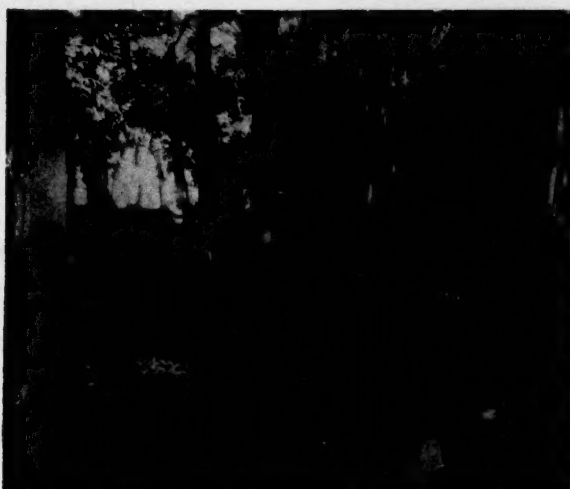
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10

COFFEE & TEA INDUSTRIES and The Flavor Field

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—CONVEYOR AND TIMING UNIT

A bulletin describing the Gump Conveyor and Timing Unit for cartons, cans or jars has been released. This equipment, synchronized with an automatic net weigher, makes filling containers and conveying them to the closing station completely automatic. It has special appeal to the small packager, or one with a small specialty line. B. F. Gump Co., 1325 S. Cicero Ave., Chicago 50.

2—BAG CLOSERS

Just issued is a new brochure which gives complete information about Union Special equipment for filling closed bags. Data is included on sewing heads, columns, tables, conveyors and accessories. A packer, knowing his daily capacity, bag sizes, weights and type of closure required can quickly locate in handy charts the exact equipment to fit his particular needs. Union Special Machine Co., 490 North Franklin Street, Chicago 10, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic depex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

5—COFFEE BAGS

New coffee profits, more outlets and greater distribution is claimed for one-cup coffee bags packed by the roaster right in his own plant. An illustrated, four-page folder describes Cup Brew Coffee Bags and tells how roasters can use them to improve their market position. Cup Brew Coffee Bag Co., 1715 Logan Street, Denver 5, Colorado.

6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

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Street Address

City and State

Signature Title

SEPTEMBER, 1951

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

74th Year

September 1951

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74th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

Solubles — and the coffee trade

By **GEORGE HARRISON, President**
The Harrison Co.

In publishing this article, Coffee & Tea Industries takes the opportunity to restate a fact true of all by-lined articles in these pages: The ideas are the authors, not ours. We publish the article not because we do or don't agree but because it states a significant and provocative point of view on a current coffee problem.—Ed.

A survey recently completed by the American Can Co., shows that 12.8 per cent of the households in the United States now buy some type of soluble coffee powder. It was 6.1 per cent in 1949. In other words, there has been a national increase of 110 per cent in less than two years.

The percentages of purchases in the larger metropolitan areas are much greater. One responsible survey in New York City shows that soluble coffee powders accounted for 21.38 per cent of the coffee units sold during May and June, 1951. The survey included all the various sizes of soluble jars as single units as against one pound units of regular coffee. The figure of 21.38 per cent should, therefore, after closer analysis be subject to some correction. Nevertheless, a random and, in my opinion, exorbitant correction of as much as 20 per cent would still leave an astounding 17 per cent as a reasonably fair estimate of soluble units sold in the area covered, in comparison with equivalent units of regular coffee.

Interesting, to say the least, and certainly worth serious attention by the coffee trade—especially since solubles have heretofore been looked on more or less as being purchased "supplementary" to regular consumer coffee requirements. Would it not now appear more likely that this amount of soluble is a substantial portion of the general coffee business and certainly not "supplemental"?

This is no longer a temporary phenomenon and is not, as some roasters believe, entirely due to high coffee prices. Recent changes of opinion indicate belief on the part of roasters that as soon as prices go down a great percentage of consumers, who have become accustomed to soluble coffee, will discontinue its use in favor of the regular types they previously bought.

There are three important reasons why this thinking is incorrect:

First, the **CONVENIENCE** of making rather good coffee with solubles is a most important attraction. In this, 20,000,000 people can't be wrong. Once the housewife has become used to pouring some hot water over a spoonful of powder to get the coffee that serves her purpose, it will take a 20-mule team to retrain her to do what she considers a chore.

No poetic claims of inspired admen will succeed in turning her pretty head.

Second, and especially helpful in this matter of acceptance, has been the worthwhile savings to the consumer. These savings are real and have meaning to economy-wise people in whose ranks most folks are included. The fact is, with the usual equipment at the consumer's disposal, he can hardly be expected to remove for consumption all the useful coffee solids he buys in a pound of regular coffee, regardless of how good the coffee is, or the brewing method. Make that same blend available as soluble powder and he buys only coffee solids which can be used in their entirety, with no waste.

A pound of coffee has at least four ounces of soluble solids—technically good for 60 to 65 cups of average strength coffee. If coffee is to be slightly stronger, the consumer can surely figure on 50 to 60 cups. By comparison let the reader furnish his own figure on what he believes a pound of his favorite coffee will yield under normal brewing conditions as experienced in a household. Forgetting certain manufacturers' claims for economy, your own arithmetic on this basis will show some interesting results.

Third, the reasoning of high-versus-low green coffee prices may best be judged from the following table, which gives some indication of **MAXIMUM** costs to produce a two ounce and a four ounce jar of pure soluble coffee at various green price levels. Figures are based on a 25 per cent coffee solids yield from roasted coffee, and includes costs of green coffee, trade roasting, trade processing, trade packing, glass jar, labelling and carton. No profit has been figured.

Green Cost per lb.	Pure Soluble Cost per glass jar unit	
	2 oz.	4 oz.
\$0.30	\$0.2613	\$0.4725
.35	.2913	.5325
.40	.3213	.5925
.45	.3513	.6525
.48	.3693	.6885
.50	.3813	.7125
.51	.3873	.7245
.52	.3933	.7365
.53	.3993	.7485

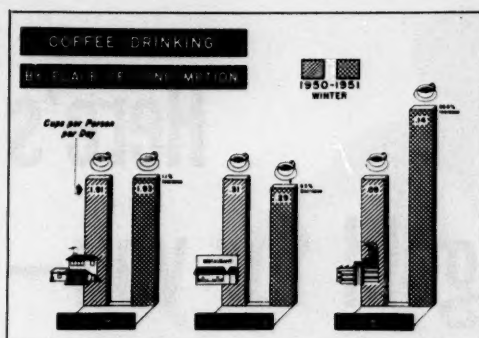
If a pound of roasted coffee produces four ounces of pure soluble powder, then a comparative basis of calculation should be made with the four ounce pure soluble package against the one pound package of regular coffee. For this purpose, the roaster can make his own figures in relationship to the green costs used in the table and arrive at his individual conclusions. It should also be remembered that packing costs are lower than for cans, handling charges for less bulk are lower, there are no staleness problems, and the return is gratifying.

Regardless of what "dyed in the cherry" coffee men may think of solubles, it becomes daily more apparent that the

(Continued on page 72)



George Harrison



Fewer cups per person per day were consumed at eating places.

Price Paid Per Cup	Restau- rant %	Small Eating Place %	At Work %	Total %
Less than 5¢	-	1.1	.3	.2
5¢	29.0	23.2	14.1	23.6
6¢ - 9¢	13.2	18.6	8.1	11.7
10¢	41.0	33.3	10.1	30.1
11¢ - 14¢	.7	-	1.1	.8
15¢	1.4	5.1	.9	1.4
16¢ - 19¢	.4	-	.2	.4
20¢	2.3	3.4	.1	1.6
More than 20¢	.2	-	-	.1
No answer; don't know*	11.8	15.3	65.1	30.1
Total %	100.0	100.0	100.0	100.0
Total Cups of Coffee Consumed Away from Home	1973	190	1085	3248

*Many respondents drank coffee at work which they brewed there or brought from home. Similarly, the percentage who could not report the price in eating places represents coffee included with the price of a meal or someone else paying for it.

This chart shows prices paid for coffee in the winter, 1951.

Trends in coffee drinking

What are the recent, major trends in coffee drinking?

Answers are offered in the fourth seasonal report on coffee drinking in the United States, issued by the Pan-American Coffee Bureau.

The report summarizes the results of the latest of the series of studies undertaken for PACB by the Psychological Corp. Made during the winter of this year, 1951, the results compare with findings in a similar study the winter before. Other Bureau studies cover the summer periods of 1949 and 1950.

The latest report is based on 7,500 personal interviews with people living in cities, towns and villages of all sizes throughout the country. Rural farm areas were omitted.

The methods used in this study are comparable in all respects to the methods used in the previous studies. Individuals, in personal interviews, were asked to report on all the beverages consumed the previous day. This record was then analyzed for the number of cups of coffee drunk to show when, where and how much was drunk, and by whom.

Major points brought out by the most recent study are these, according to the report:

Coffee maintained its position as the nation's favorite beverage. During the winter of 1951, 74.5 per cent of the population eight years old and over, drank coffee.

The long-term upward trend in coffee drinking has reached a plateau. During the winter of 1951, people were drinking 2.36 cups of coffee per person per day, as compared with 2.31 cups a year ago. This difference is so small as to necessitate interpreting it as *no change*.

55.6 per cent more cups per person per day were consumed at work during the winter of 1951 than in the winter of 1950.

6.5 per cent fewer cups per person per day were consumed at eating places.

Although total at home consumption remained the same, in poorer neighborhoods fewer cups per person per day were consumed at home.

There was a sharp decline in the five cent cup of coffee.

Coffee drinking by geographic location continued to follow a pattern similar to that of 1950; people in the Midwest and far West (Mountain and Pacific) consumed more cups

per person per day than those in the East and South.

Coffee drinking at work was found to have increased in all geographic areas, although the South continued to show the least gain and the lowest consumption, as it has in the past.

The rate of drinking for all employed persons is .31 cups per day, according to the report. This figure is based on a seven day week. The rate of consumption for *working days only* (five-day week) is .43 cups per person per working day, or nearly one cup per day for every other employed person.

It was found that employed persons are not readily able to state how much they paid for a cup of coffee at work—two-thirds of them, as a matter of fact, were unable to report price. This indicates that, where coffee is available at work, it is frequently distributed free, or groups of workers have arrangements for the brewing of coffee on the job where the split-up of costs does not produce an easily defined price per cup. Since most coffee consumed at work is bought at retail prices, the current price of coffee apparently has not prevented substantial gains.

Although there has been an increase in cups per person per day consumed at work, there has been no significant change in the number of workers who say they can get coffee where they work. In 1950, 49.4 per cent had coffee available on the job; in 1951, the figure was 50.6 per cent.

Coffee drinking at work may have great market potentials—greater than has yet been realized, the report points out. If 90 per cent of all employed persons had coffee available to them where they work, and each drank one cup per working day, it would be the same as if each member of the population eight years or age and over drank .40 cups every day. In addition, it is not unreasonable to assume a potential winter time growth in at-work coffee drinking of at least two, and perhaps three times the present amount consumed. If such a potential were achieved, on-the-job coffee drinking would be considerably more important as a part of total consumption.

Overall consumption of coffee at home held steady, though there was a decline in home coffee drinking among lower-income groups. The middle group just about held its own, while a gain in the upper group's consumption of coffee at

(Continued on page 87)

Here's a pot of gold for you— a big red teapot!

**The most dramatic selling idea and slogan
in beverage history starts the second year of the Tea Industry's
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THE IDEA—a big red teapot with a slogan that tells consumers something important is happening to Tea.

THE SLOGAN—"Take Tea and See"... four words that challenge the reader to find out for himself what a wonderful beverage tea is.

And quick, compelling copy that reminds the reader the benefits he can get from making Tea a daily beverage.

By far the boldest campaign ever put behind Tea, not only in ideas but in coverage:

16 full-color pages in Life—

Full-color Sunday ads in 33 major metropolitan newspapers coast to coast.



SEND COUPON TODAY FOR FREE SAMPLES

**Pour yourself some profits
from the big red teapot!**

Make "Take Tea and See" go to work for you and your customers by tying in with the campaign. Order from a big array of restaurant and grocery promotional material that sells Tea at the point of sale with the same big "Take Tea and See" teapot.

Tea Council
500 Fifth Avenue
New York 18, New York

Please send me free samples of new promotional material to help my sales during the hot-tea season.

- ☐ Restaurant material
☐ Grocery material

Name _____

Address _____

City _____ Zone _____

State _____

Friendly Greetings
to the 1951 Tea Convention

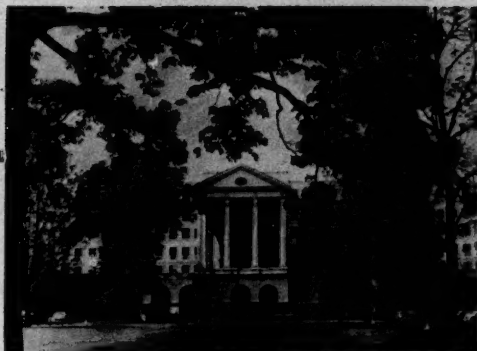
er

... and my sincere thanks to the tea merchants, manufacturers and shippers in all the tea producing countries whose help and courtesies so greatly facilitated my survey of tea conditions on my last 'round-the-world trip.

CLEMENT M. HAKIM

TEA IMPORTER

91 WALL STREET, NEW YORK 5, N. Y.



The Greenbrier, site of the Tea Association's sixth convention

Tea Convention, 1951

By **HERBERT C. CLARIDGE**, *President*
Tea Association of the U.S.A.

Few of the tea men assembled at the Westchester Country Club in Rye, N. Y., in September, 1946, imagined that in the course of a few short years the annual convention of the Tea Association, of which that was the first, would reach the proportions and the importance it has now attained.

This year the Tea Association is holding its sixth annual convention. By itself, this fact might lead one to suppose that this annual get-together of people with many varied interests in tea is a very young venture indeed—still in some sort of experimental stage. Nothing could be further from the truth.

As a matter of fact, from its initial meeting at Rye to the present one at White Sulphur Springs, tea's annual meeting has been in the developmental, rather than the experimental stage—developing into one of the most informative, enjoyable and well-run affairs of its kind staged by any industry.

It has been said that the success of any convention can be judged best by the following convention, and by that measure, success has surely been the lot of the Tea Association in this undertaking. Year after year we have seen an increasing number of men and their ladies meet at the convention sites, and year after year we have heard more and more expressions of approbation for the manner in which the programs have been presented.



Tea Association members look upon their Convention as an important event, and the main reason for this, of course, is the excellence of the programs. In looking back to the five conventions already held, one cannot help but be impressed by the fact that each convention, without exception, was notable for its well balanced business meetings, for the variety and reputation of its speakers, and for its outstanding entertainment features.

Behind this story of successful conventions there is a little known story of hard work by Association members. I have heard it said, frequently, that few associations have such an interested and ready-to-work membership as the Tea Association, and this belief is clearly demonstrated in the case of the convention committee. They work hard before, during and after each convention to make it a business and social success, and for those whose appetite for conventions has become jaded over the years, here is a partial answer to what makes tea's annual convention so important and so successful.

There is a motivating force behind our convention—a desire and willingness of people in the tea industry to look beyond the day-to-day horizons of their immediate individual business problems, and to take the time and make the effort to meet and discuss industry-level problems in an atmosphere of goodwill. That is the purpose of this and every Tea Association convention.

Out of an understanding of our mutual interests, there has grown a solidarity of trade feeling, which is of the utmost importance to the welfare of every person interested in tea in this country. This new respect and appreciation for

(Continued on page 87)

"Take tea" program set for convention

By J. GRAYSON LUTTRELL, Chairman
Program Committee

The main reason for having a convention for the tea trade is to strengthen our industry so that the tea market can be expanded. The program for the sixth annual convention is designed to demonstrate to the trade the aggressive advertising and merchandising techniques we can use for tea to promote its use in this country.

Since last year we have worked toward the goal of increasing tea consumption by supporting the Tea Council's program, which has been considered an outstanding success by all who know institutional advertising. We can be proud of the job that has been done, and present to you in our convention program this year an explanation of what's ahead.

Herbert C. Claridge, president of the Tea Association of the U. S. A., will preside at the first business session to welcome guests and delegates and review the activities of the Tea Association before he introduces the speakers.

We are pleased to announce that Charles Pryor, of London, chairman of the International Tea Market Expansion Board, will be on hand to give us his reaction to our efforts when he quickly summarizes the international endorsement of the



advertising program. Anthony Hyde, managing director of the Tea Bureau, Inc., and co-partner in the Tea Council, will introduce John Peckham, of the A. C. Nielson Co., who will review general trends and developments in the grocery industry during the past year. He will also discuss the position of tea in the beverage field and some of the problems it faces in reversing the long term downward trend of the beverage.

Then we will take a preview of the Tea Council's fall advertising. We are fortunate in being able to announce an entirely new campaign for 1951-52, which will be revealed to you by Richard Heath, executive vice president of the Leo Burnett Co., Inc. His presentation will be followed by an explanation by Edward T. Ellis, of McCormick & Co., Inc., of what packers can do to take full advantage of the entire campaign and especially of merchandising materials available for the hot tea promotion. The Monday morning program will be brought to a close by an address by a prominent speaker whose name will be revealed at the convention. The introduction will be made by Charles P. McCormick.

On Tuesday, Robert B. Smallwood, Chairman of the Tea Council will give a brief report of his stewardship on behalf of the Tea Council. A prominent grocer will tell the convention what he has done with tea this year and explain how he intends to use the new campaign to increase his tea sales beginning this fall.

This summation will be followed by a symposium on restaurant service of tea. Philip Eisenmenger, who is chairman of the restaurant and institutional division of the merchandising committee of the Tea Association, will give a quick resume of problems facing the restaurant trade. This will cover both hot tea and iced tea and will present facts that packers can put to use in selling their own brands.

At the conclusion of this symposium, Professor J. R. Hawkinson of Northwestern University will talk on "New Marketing Techniques". Mr. Hawkinson is professor of marketing and one of the outstanding men in his field.

The Tuesday session will be concluded with an address by a prominent speaker to be named, who will make an inspirational address.

On Wednesday morning, Life magazine will show a pictorial presentation of its world-wide news-gathering facilities. This will be followed by a report from Bill Treadwell, director of publicity for the Tea Council and the Tea Bureau, on how publicity is helping to sell more tea.

The entire business session will be brought to a close by a brief commentary on the high points by Milo Perkins, of the Tea Council.

The business session will be followed by the 53rd Annual Meeting of the Tea Association which will bring the convention to a close—and then comes the push for the golf links.

We know you will enjoy our business sessions and want to remind you of the wonderful facilities at the Greenbrier for all sports and generally for having a good time.

HAVE FUN AT THE GREENBRIER

The many members of the tea trade who have been at The Greenbrier, White Sulphur Springs, W. Va., for the two preceding conventions—and those who are coming this year for the first time—are looking forward to the superb facilities for recreation at this famous resort.

Here, from the tentative program, are some of the social and sports events which will take place during the convention:

Sunday, September 30th: 5 pm—Professional golf exhibition by Sam Snead and Gary Nixon. 6 pm—Reception at the Casino sponsored by the Tea Association.

Monday, October 1st: Following lunch—golf, tennis, swimming, riding, other sports. 3 pm—Bridge and canasta tournaments in the Trellis Room. 5 pm—Tea time, with tea served in the alcove off the main lobby. 7 pm—Tea Bureau reception in the Rose Ballroom in honor of ambassadors and other distinguished guests from the major tea producing countries. 9:30 pm—Sneak movie preview and bingo for prizes in the auditorium.

Tuesday, October 2nd: Following lunch—golf, tennis, swimming, riding, other sports. 3 pm—Bridge and canasta tournaments in the Trellis Room. 5 pm—Tea time, again. 7 pm—Reception sponsored by the allied trades. 10 pm—dancing in the Rose Ballroom.

What has the Tea Council accomplished so far?

By **ROBERT B. SMALLWOOD**, Chairman
Tea Council

The Tea Council's advertising and sales promotion campaign has now been in force over two iced tea seasons. Plans for the 1951-52 hot tea season will be fully discussed at the Tea Convention in October.

Lots of money and much hard work have gone into this cooperative industry-wide effort to boost per capita tea consumption in America. The inevitable question that comes to mind is, what has been accomplished so far and where does tea stand today? It is doubtful that the answer can be found in figures alone.

As is well known, the year 1950 was the largest single year of U.S. tea imports since 1918. According to government statistics, the increase last year was about 20 per cent over 1949. Other reports suggest that the movement of tea out of all packer and wholesale channels gained several percentage points in 1950 over 1949. Publicity releases tell us that tea sales in restaurants are substantially higher, due chiefly to broader use of the two-ounce formula for making iced tea. All of these indicators point in the direction of optimism.

There are other figures, however, that look less favorable. Summarizing them, the conclusion might be drawn that tea drinking in American homes during the past year or two hasn't changed much. Completely accurate information covering all parts of the total tea market in 1950, or any other year for that matter, is simply not available.

But for discussion here, let's take the negative side for a moment and assume that the typical consumer today is drinking little if any more tea than he was in 1949. Certainly there is no evidence, at least to my knowledge, that he is drinking less! Does this mean that the Tea Council campaign has fallen short in its job? Perhaps it does, but my own opinion is that any such conclusion at this early stage is premature and unjustified.

When the Tea Council program was formed a year and a half ago, we all knew something about what we were up against. Consumer research and historical records had already told us that people are slow to change habits as basic as their mealtime beverages. It was clear that the job ahead meant a long haul over not too smooth a road.

We have now been under way a few months over one year. This, in view of the ground to be gained, is an extremely short time. To say that no mistakes have been made since the start would be ridiculous. Of course mistakes have occurred, but along with them have come certain definite

marks of progress. On the participation side, for example, it is heartening to know that the number of American firms contributing to the Tea Council fund has increased over double, 114 per cent to be exact.

Reports from all parts of the country show that the tea trade today is much more alert than formerly. Large and small packers alike are spending more money and exerting more sales effort in the promotion of their own brands. Programs have been initiated by individual packers, stressing the importance of better tea service in restaurants and institutions.

The dollar profit story on tea has been explained more clearly to the retailer. An example of this is the report on sales and margins by commodities recently published by the *Progressive Grocer*. This study, covering a 12-week period in seven New England supermarkets, provides some interesting and useful information on the gross dollar profits of tea in relation to other grocery products.

All of these things are good for tea, and if continued without interruption are bound to help produce larger consumer sales as time goes on. It is obvious that the Tea Council campaign cannot be expected to do the job alone. The quickest way by which our common goal, increased tea consumption, can be achieved is through the strong support of all people and companies in the U.S. tea trade. With it, I feel confident about the future of tea in this country.



THE PEOPLE BEHIND THE CONVENTION

Behind the smooth-running 1951 convention of the Tea Association of the U.S.A. at The Greenbrier lies not only hard on-the-scenes work but also months and months of selfless effort by industry members.

Here are the people behind the convention:

Convention committee: Tea Association Vice President Edward J. Vinnicombe, Jr.; Hayes G. Shimp, Jr., committee chairman; J. Roman LaCroix, vice chairman; Edward C. Parker, treasurer; Dorothy F. Schneider, secretary.
Program: J. Grayson Luttrell, chairman; Anthony Hyde, vice chairman; Einar Anderson; Gerard Brant; Robert Compton; Philip Eisenmenger; C. William Felton; Gordon C. Hunger.

Publicity: William F. Treadwell.

Reception: Martin E. Coughlin, chairman; C. William Felton, vice chairman.

Special Entertainment Activities: Mrs. Ruth H. Floyd.

Sports: Carl I. Wood—golf; Larry A. Fuller—tennis.

Tea Service: C. William Felton.

Transportation: Warren MacGeorge, C&O Railroad.

"TAKE TEA AND SEE"

— why it's the world's
most popular drink

HENRY P. THOMSON, INC.

120 Wall Street

New York 5, N. Y.

TEA IMPORTERS

Branch Sales Offices In:

BOSTON

CHICAGO

SAN FRANCISCO

Member: Tea Association of the U.S.A.

Conventioneers to temper work with fun

By EDWARD J. VINNICOMBE, Jr.,

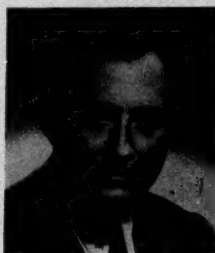
*Vice President
Tea Association of the U.S.A.*

With the approach of the sixth annual convention come thoughts of the first one, which was an adventure in learning what could be done if we got our heads together on an informal basis. Our conventions have been more successful each year and have attracted many additional members in the tea industry, as well as grocery and restaurant leaders.

It has been our aim to make our conventions both beneficial and enjoyable. Consequently we have tried to balance our program with business and recreation so that those who attend can get the most out of the event.

Most important of all is the feeling that there is more interest in tea as a product.

This interest began to grow after our first convention, and although we thought it had reached a climax with the inception of the Tea Council program, that was only the beginning of a climb to a new peak. Through our past



conventions the tea trade has gotten to know itself better. Without the feeling of goodwill and friendliness created largely through these annual gatherings, the Tea Council would have been impossible.

The Tea Council program has given us another reason to get together. We all want to know how this advertising and merchandising program can be put to work to help us increase our sales, and what new ideas in advertising and merchandising will be used during the year. Through the work of the committee of our association, which lends a guiding hand to the development of the Tea Council program, we are attacking problems aggressively. We are at work to create an expanded market for tea in all fields. These plans can be fully discussed only at a convention meeting, so that all segments of the trade can know our policies and plan to cooperate in them. This is the way you get the most out of the association, the Tea Council, and the convention.

For your pleasure, there'll be plenty of time to enjoy the recreational facilities of the Greenbrier for golf, tennis, swimming, riding and other favorite sports. Where else can you relax as you work? And where else can you meet so many of your friends in the tea trade, as well as important leaders in other industries, on an informal basis while you learn of the plans being made to help you increase your sales of tea?

The tea convention is the only answer. Be sure to come and find out for yourself.

Now let's add the personal approach

By HAYES G. SHIMP, JR., *Chairman*

*Sixth Annual Convention
Tea Association of the U.S.A.*

As we prepare for our sixth annual convention, the tea industry can review with pride and satisfaction the tremendous progress made to date by the Tea Council's advertising and merchandising campaign.

There can be no doubt that our mutual endeavors to offset many years of inactivity by the tea trade have begun to wear away at mass inertia to tea as a generally acceptable beverage. Just a glance at neighboring tables next time you dine out will prove the mounting effectiveness of joint effort.

However, we have home consumption to deal with as well and, although we know tea is stocked on four-out-of-five pantry shelves, we are not yet persuading enough families to accept tea as part of their natural beverage habit. Funds spent and to be spent are, and will, condition an ever-increasing number of families to install tea as a regular



beverage, but the Council's campaign alone will not suffice—for tea drinking, to my mind, is a personal matter, which implies that a personal approach must be the final, successful method.


The personalized approach intrigues the writer because it gives each of us, to the best of his ability, a chance to participate in this promotion effort. All of us hope to benefit from this concerted effort, and we can if we apply our own personal initiative to clinching further customers. Now, while the Council's expenditures are establishing an increasingly favorable mental attitude towards tea, we can supply the physical motivation.

How?

The writer thinks that repetitive demonstration of tea making, in your stores, your factories, your offices, by your salesmen and over local radio and TV, can and will succeed. The International Tea Market Expansion Board's record is studded with case histories of outstanding success in introducing tea drinking in backward areas—by doing. Here in America we can do the same . . . but do it, demonstrate . . . for to most Americans seeing is doing.

And while we're demonstrating, what about showing off at food exhibitions and county fairs? Last, but perhaps most important, is our local, personalized approach through the school system. Is there a class in home economics that could refuse a proper demonstration of tea brewing? Or

(Continued on page 74)



*Importers
to the Tea Trade
since 1846*

— • —

Carter, Macy Company, Inc.

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

What's happening to tea sales?

By **ANTHONY HYDE**, *Managing Director, Tea Bureau, Inc.*
Vice Chairman, Tea Council

The tremendous surge of tea imports which occurred last year happened to coincide with the launching of the Tea Council's advertising program and caused some people to believe that the industry's campaign was already getting results. When you consider, however, that imports were up more than 28,000,000 pounds, or almost 20 per cent, over the previous year, it is obvious that the major reasons behind this increase were the Korean war situation and scare buying, although enthusiasm generated by the campaign probably helped.

There was bound to be a sharp drop in imports this year, and for the first seven months of 1951 imports were 10,000,000 pounds below the same period last year. So, just as it was possible to become overly optimistic about the campaign in relation to last year's abnormally high import figures, it is just as easy to become unduly pessimistic this year while stocks are being absorbed.

Neither undue optimism nor pessimism are called for, and I am happy to report that total tea sales are still edging forward. The wholesale-to-retail movement of tea for the first six months of this year is 4 per cent ahead of 1950. There can be no doubt that in some respects the campaign already has had worthwhile effects.

Take the tea trade itself. For many years, the tea trade recognized the need for a long-term campaign but the prospects for resumption of advertising did not appear too bright. Overnight, with the formation of the Tea Council, things began to move. Currently, the tea trade is merchandising and advertising more vigorously and effectively than at any time in the past 20 years. One quick yardstick to prove this point is the fact that brand advertising of tea increased 35 per cent in 1950 as compared with 1949, and there is every indication that it will increase again this year.

This change in attitude extends far beyond the tea-trade itself. The grocery industry has re-evaluated tea in terms of profit and sales potentials. The restaurant industry is beginning to make a concerted effort to improve its preparation of tea and already the consumption of tea in restaurants is slanting upward.

I question, however, whether the general public has yet become very conscious of the Tea Council's advertising, merchandising and publicity campaign. When I made my recent trip to England to report to the International Tea Market Expansion Board, I warned that the producers should not attribute last year's increase in imports to our campaign. At the time I stated that the job of increasing total tea consumption in the United States market is similar in many aspects to the problem facing a tea grower. On an average, a healthy tea plant has to be cultivated five years before it is ready for plucking; in hot climates it can be harvested in

three years, but in cool climates it takes ten years before a tea plant produces. That is the natural law, and nothing can be done about it!

The U.S.A. might be considered to have a ten-year growth pattern. We have a large group of regular tea drinkers and a larger group of occasional tea drinkers, but the majority of people just naturally don't feel very strongly about tea, one way or the other. And this climate opinion makes the cultivation of new consumer attitudes toward tea a job which takes money, the right techniques—and, above all, time.

It is interesting to note, however, that the movement of tea into retail channels—grocery stores and public eating places—is still moving ahead. The first half of this current year was 4 per cent ahead of the same period of 1950 and 12 per cent ahead of the first six months of 1949. This is not spectacular progress, but up through June we have again had abnormally cold weather. June was, on the average, one degree below the abnormally cool June, 1950.

Although it is very difficult to measure current tea consumption, it is significant to look at the trend of tea imports and the movement of tea into retail channels (i.e., imports less changes in inventories). Here are both series of data for the past eight years:

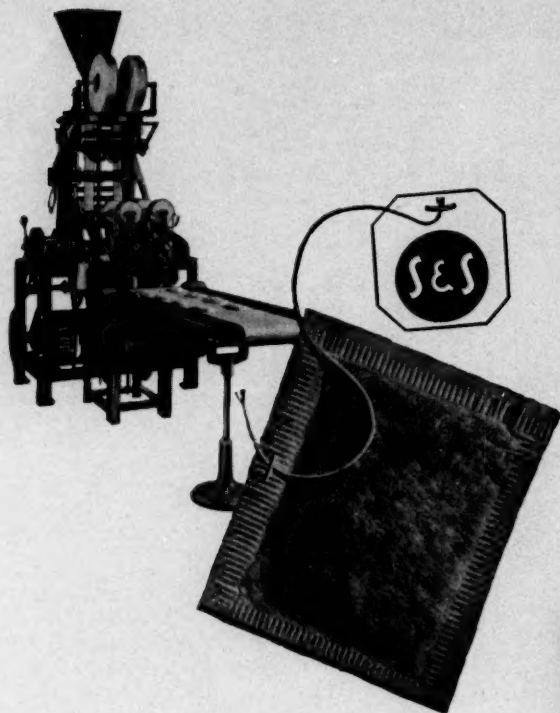
Year	Tea Imports (million lbs.)	Wholesale-to-Retail Movement (million lbs.)
1943	79.5	60.5
1944	83.4	75.3
1945	79.2	75.6
1946	95.9	76.1
1947	71.8	85.7
1948	91.3	83.7
1949	95.4	90.2
1950	113.8	95.9

Careful study of the tea picture in the last eight years, as revealed by these figures, shows us several significant facts: The full impact of World War II resulted in abnormally low figures for 1943, and imports climbed only slightly in the next two years. Traditionally, wars have interfered with the importation of tea into the U. S. When people have had to substitute other beverages they lose the tea habit and once the habit is lost it has not in the past automatically returned to its prewar level. It takes hard work to bring it back and that is why the above figures, while not spectacular, are encouraging.

Although the Tea Council's advertising started only about a year and a half ago, the Tea Association and the Tea Bureau have been actively promoting tea by large scale publicity and merchandising campaigns for more than three years, following a necessarily inactive period during the war and the immediate postwar period. This activity gives added significance to the upward trend of the postwar tea figures.

Summarizing, we can safely say: 1) That the Tea Council's campaign has had a vitalizing effect on the tea trade. Tea is being merchandised more vigorously and ef-

(Continued on page 49)



A COMPLETE TEA PACKAGE...

Including the Tag

The STOKESWRAP machine can now be supplied with the Tagging Machine so that the complete unit forms, fills and seals the bag—then applies the string and tag. The printed tags are fed from reels and are automatically cut off.

The string is fed automatically, cut to the desired length and attached with staples to the bag and tag.

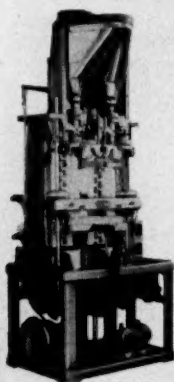
The complete bags with string and tag attached are delivered in two rows on the conveyor, counted and stacked so that one attendant can easily do all the cartoning and have ample time for inspection.

Production up to 140 per minute.



FOR COFFEE PACKAGES

Up To 8 oz. Capacity



The improved Model BS STOKESWRAP can fill any size package up to 8 ounces . . . at a speed of 3000 per hour with only one operator. Using printed or unprinted cellophane, plio-film pouch paper or other heat-sealing films, special equipment can be supplied to gas the product with carbon dioxide or nitrogen gas when desired. The machine automatically forms the package, fills and heat-seals at the one operation up to 3000 or more per hour, depending upon the size of the package. Either auger or centrifugal feed may be used.

STOKES & SMITH CO.
PACKAGING MACHINERY PAPER BOX MACHINERY



Subsidiary of Food Machinery and Chemical Corporation
Dept. "S", FRANKFORD
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Exclusive West Coast Distributor
Anderson-Barngraver Division of FMC
San Jose 5, California

COFFEE & TEA INDUSTRIES and The Flavor Field

Why tea's industry-level merchandising pays off

By R. BARCLAY SCULL, *Chairman
Merchandising Committee
Tea Association of the U.S.A.
Member, Tea Council*

Now that the Tea Council is 18 months old and has two iced tea and one hot tea merchandising campaigns to its credit, more and more people have been asking, "How do you do it?" In self-defense and in the hope that the Tea Council's merchandising experiences may be of value to others, here is a highlight resume of what makes tea's "industry level" merchandising efforts click.

Since May, 1950, when the Tea Council launched its full-scale \$1,600,000 advertising - merchandising - publicity campaign to increase the total market for tea in the U.S.A., the council has produced and distributed over 3,900,000 pieces of point-of-sale material for iced and hot tea to grocery chains and retail merchants, and to restaurant, hotel, drug and variety chains.

To avoid the many abuses which negate many merchandising programs, the Tea Council has gone about its business in this manner:

First, it has divided its merchandising programs for both iced and hot tea into two operations - the grocery field and the restaurant field.

The Council thinks about each field separately, plans distinctive and different "lines" for each field. The basic concept followed is to tie in the point-of-sale ideas with the fundamental theme or idea of the consumer advertising that will be running during the same sales season.

The next acid test is careful predetermination of what types, sizes, designs and how many different pieces will be favorably received by the retailers during a particular season. To assist the Council in these decisions, the Grocery Merchandising Committee and the Restaurant Merchandising Committee of the Tea Association of the U. S. A. act as working and steering committees in the development stages. The value of the guidance and counsel of these two committees cannot be over-emphasized or over-estimated. Here it is that the practical, widely divergent business experience of the committee members from the tea industry are focused on the industry-level problems, and that the material which will have broadest acceptability and usefulness at the retail level is "polished" into final form.

The final major problem in any merchandising program is the over-all plan for carrying your story to the retailer and making an effective distribution of materials where cooperation is assured. We have already mentioned the main channels of Council distribution as being direct to

chain headquarters, and through contributing and non-contributing packer salesmen. When, as a result of trade advertising or a personal call by a packer salesman or a Tea Council field representative, a chain writes to the Council requesting a certain amount of material, we are more than reasonably certain that it is going to get used—properly. We know to whom the material should be sent, and the man getting it is expecting it and has already planned his promotion for it. Reports from packer salesmen and spot checks made in the field by Tea Council representatives are final proof to us that our material is being put to work.

In much the same manner, when a non-contributing packer orders and pays for Council material at the very nominal printer's cost prices, the packer has made an investment on which he wants a return, and so once again we can be more than fairly certain that the material is going to go to work - that it will get up and stay up.

Lastly, and most important, is the use of the material by the salesmen of the packers who are contributing to the Tea Council's fund. Member companies are supplied with specially packaged material on a quota basis, so many of each piece per grocery and per institutional salesman. These men are the true backbone of the program. Calling on the nation's retail food outlets, they bring the story and the materials right into the store. Dovetailing the Council's program and material with their own company's plans, they use the material to build the displays, and are most responsible for the "payoff."

Well, that's *how* it's done. It takes a great deal of time and it is a lot of work for all concerned. But we are only getting started. A new hot tea campaign is coming up, and our program to put the main advertising idea, "Take Tea and See," to work in the stores of America is already in motion. We are looking ahead now to next year with but one resolve - to make our merchandising campaigns still bigger and better.

U. S. Imports for tea year continue high

Imports of tea into the United States in 1950-51 (July to June) totaled 104.7 million pounds, about equal to 1949-50 imports of 104.5 million pounds, but 17 per cent above 1948-49 imports of 89.2 million pounds, according to records of the Census Bureau.

The total value of tea imports decreased from \$50.6 million in 1949-50 to \$48.8 million in 1950-51.

The import valuation per pound declined from 48.8 cents in 1948- to 48.4 cents in 1949-50 and 46.6 cents in 1950-51.

In prewar years (1935-39), the United States imported an annual average of 88.5 million pounds of tea valued at \$19.2 million, or 21.6 cents per pound.



So Special—They're Packed Special!



the Sensational New
"PRESSURE PACKED"
 Chase & Sanborn!

Look for this
 No-Spill Dome Top



HEAR the difference



SMELL the difference



TASTE the difference!

WITH PRESSURE IT'S FRESHER!

Looking Forward to Seeing You at Greenbrier

Tea publicity in the U. S.

By **WILLIAM F. TREADWELL**, *Director of Information and Public Relations
Tea Bureau, Inc.
Tea Council
Tea Association of the U.S.A.*

It is significant that since the launching of the tea industry's partnership for marketing tea in the U. S., media for tea publicity has expanded tremendously. Today, there is the whole new field of television, represented by more than 10,000,000 sets now in use. Daily newspapers, the media offering the greatest number of impressions, broke all circulation records last year with a distribution of 54,877,000 copies every day. And, these are but two of the many outlets for tea publicity in the United States. Motion picture theatres still sell 60,000,000 tickets a week.



Since the outset of the tea industry's campaign, tea publicity has been bent to supporting the aims of the advertising campaign. But, it has done more than just support. Tea publicity has been able to carry the tea industry's messages through *all* media of communication—movies, television, radio, newspapers, magazines, newspaper supplements, house organs, trade journals and club publications. It would, of course, be impossible to advertise in all these media. Through effective publicity, it is possible to disseminate our propaganda to a wide and varied audience.

Besides the advantages in actual number of impressions, the current campaign has given publicity a great advantage in widening the varieties of its audiences. For instance, an event such as National Iced Tea Time will receive news space in a newspaper and will also appear in the business page section, on the food pages, in theatre columns (when theatrical people are chosen as queens, etc), in sports columns, (when associating tea drinking with an athlete), on feature pages and even in editorials, the latter being a section of papers where we have been able to emphasize the "partnership marketing" phase of the tea industry's campaign. This wide variety of tea publicity naturally offers interest for everyone—the housewife, the sport's enthusiast, teen agers, businessmen, etc.

It is notable that the themes, aims and entire operation of the tea industry campaign lends itself to this kind of treatment. We have been able to interest housewives in the "partnership marketing" aspect of tea because it can be pointed out in food articles that housewives purchasing tea are, in their way, helping to aid world economic recovery. This gives our publicity for food pages more impact and importance than the general run of food publicity stories. Of course, when tea publicity appears in sports, theatrical or fashion pages of a daily newspaper, it receives prominence in sections of the newspaper where food items seldom, if ever, receive space.

While attendance at motion pictures has dropped to 60,000,000 admissions per week—a loss of 10,000,000 paid admissions during the past year—tea mentions in motion pictures have increased greatly over the past year. These favorable movie references to tea are invaluable not only in keeping tea constantly before the public, but in actually influencing them to drink tea. When the hero of, say, a Western movie drinks tea, a masculine appeal is given to tea which is almost impossible to duplicate through any other media. In the several trips I have made to the West Coast during the course of the tea industry's campaign, I have been able not only to arrange for these tea scenes, but to acquaint the writers, producers, directors and actors with our aims, so that they are able to properly shape the dialogue, settings and implications of the tea mention. During the "Under Pressure" campaign, we were able to arrange many excellent scenes in motion pictures showing people actually under pressure either drinking tea, asking for tea, or commenting on its relaxing qualities. All of these pictures have been additionally publicized through the department of information for the tea industry in New York. Movie posters, mat services of the tea scene, press releases tying in the stars with the tea scene and special photographs of the tea scenes have been effectively placed.

Magazine audience, too

As with newspapers, we reach a wide and extremely important audience with magazines. These magazines can be classified as women's service magazines, publications read primarily by women dealing with homemaking, cooking, fashion and decoration; fan magazines; general magazines, read by all the family and having articles dealing with subjects of interest to everyone; news magazines. While the information program has been most successful in the fan and women's service magazines, we have also received excellent space in general and news magazines. During our recent hot and iced tea advertising campaign, tea in these magazines was associated with relaxation and comfortable surroundings. On food pages, tea has been placed on menus featuring hearty food, backing the advertising theme of tea with meals. Brewing instructions have been included on almost all pages.

Besides special radio writers, who regularly put tea mentions into scripts, we have been in constant contact with disc-jockeys, women's radio commentators, news commentators and writers of dramatic radio shows. Acceptance of our material is especially high on women's commentators' shows. With each release we send along a penny post card, asking the commentator if she used the material to drop us a note about it. Their comments are evidence of how willing they are to use the Tea Industry's publicity.

As for television, we have only begun to tap its value to tea. Every week there are thousands more television sets in use in this country. This is visual publicity in the home,

(Continued on page 49)

Now — let's tackle restaurant hot tea

By PHILIP I. EISENMENGER, Vice Chairman
Merchandising Committee
Tea Association of the U.S.A.

As 1951's summer season fades into fall, it is already obvious that iced tea service in the institutional field has scored a notable success in selling America on the fact that tea is the world's best hot weather drink.

This season of success is particularly significant in view of the fact that it topped last year's increases in iced tea sales despite a cool early summer that did not encourage the consumption of iced drinks.

Just how much this turn to iced tea will affect public demand for hot tea is an interesting and important question. Undoubtedly it has served to introduce many people to tea who might otherwise have never tasted it—particularly in those areas and among those classes where hot tea is regarded as a lifted-pinkie drink inadequate for cold weather consumption.

Assuming that the widespread and growing acceptance of iced tea in all types of outlets has predisposed such prospects to the acceptance of hot tea, the next and obvious step is to see to it that they get the kind of hot tea that will not disappoint them. In other words, the strong, flavorful tea that has been the liquid staff of life for the English workingman and woman and their age-old protection against the English heating system.

The Tea Bureau and the Tea Association are well aware of this next step and for some time now have been hard at work developing a program to answer and overcome the following problems: (a) Brewing time. (b) Unavailability of boiling water. (c) Dry service. (d) Antipathy of restaurant personnel against tea. (e) Dish washing problem. (f) Use of proper size tea bag.

Most of these problems require a program of operator and employee education, although some of them (such as the unavailability of constant sources of boiling water) may eventually be solved by mechanical developments for that specific purpose.

At the present time, in the institutional field, there is not so much a need for educational materials as a need for their increased acceptance and use. Both the Bureau and the Association as well as individual packers have produced and distributed many excellent tools on proper tea brewing and service. But it is recognized that the will to use them must come before the way to use them—that the operator must be convinced that hot tea really is the most profitable drink he can sell and that his employees must be convinced that the brewing and service of good hot tea is an important duty rather than a once-in-a-while chore.

Here again it would seem that the sensational spurt in iced tea popularity (and profits) should serve as an excellent opening argument for selling the hotel or restaurant operator

on hot tea. After all, tea is tea—hot or cold—and most operators will agree that when the customer has been taught to like it cold, it should be no great trick to get him to like it hot—always providing that it is properly made and forcefully merchandised.

In the first of these provisos we come back to the question of the tea-brewing employee's attitude—to the all-too-frequent conviction that the restaurant tea drinker is an irritating eccentric who would be drinking coffee along with the rest of the customers if he didn't take a sadistic delight in interrupting the even tenor of the counterwoman's routine.

Although this picture of employee antipathy towards tea is admittedly extreme, it does exist in varying degrees in many outlets. However, once the "boss" himself has been sold on the profit possibilities in hot tea, and assuming forthcoming improved mechanical gadgets for brewing it, this should not constitute too difficult a problem.

As mentioned before, the Tea Bureau and the Tea Association are making steady progress in selling the operator on hot tea and in helping him to sell and educate his employees. In addition to the compelling fact that tea costs less than most any drink except water, there is increasing operator acceptance of the fact that tea and toast, or tea and sweet goods, can be an important and effective business-builder during those slack between-meal hours.

Finally, of course, there is the job of developing a merchandising program designed to sell the consuming public on hot tea. And it is here that I feel there is the most urgent need for increased cooperation between the Bureau, the tea packers and the institutional industry.

Our iced tea tie-up campaigns have shown what can be done to increase hotel and restaurant sales during the summer season. The tea industry's consumer campaigns have shown what can be done to increase the home consumption of hot tea during cold weather. But there is still the need for a really effective and specific merchandising campaign to increase the sale of hot tea in the institutional field.

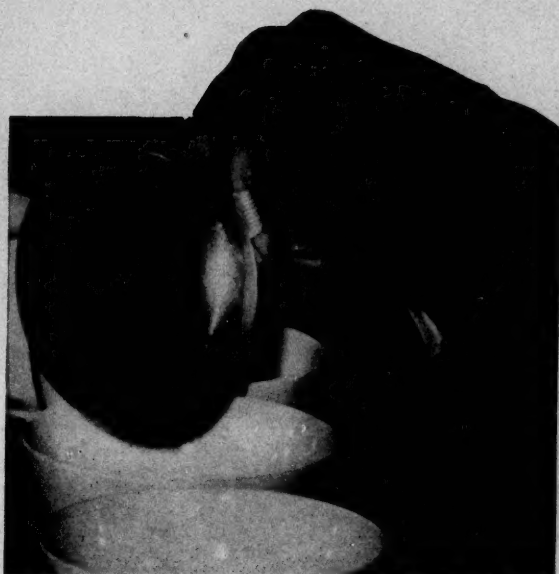
I know that this problem is receiving the fullest consideration from the tea packing and the institutional industries because the hot drink market, in the institutional field, is such an enormous market that even the slightest percentage increase in sales pays off enormously.

In conclusion, there is the always inspiring fact that tea is the world's most popular drink. And there is now the heartening fact that iced tea is just about America's most popular summer drink. It would seem, therefore, that the only question that remains to be answered is—"When are we going to really get going on hot tea?" I am sure our convention will have some interesting answers to this question.

Sport at The Greenbrier

The Greenbrier is widely considered to be one of the finest hotels in the world. It has 6,500 acres of breathtaking mountain scenery, three golf courses, five fast-drying Hartru tennis courts, 200 miles of trails for the horseman, a huge indoor pool, and facilities for many other sports.





Courtesy "Via Port of New York"

GREETINGS

to the 1951 Convention

TEA ASSOCIATION of U.S.A.

WHITE SULPHUR SPRINGS, W. VA.

SEPTEMBER 30 — OCTOBER 3, 1951

ARABAN COFFEE COMPANY, INC.

WILD ROSE TEA AND ARABAN COFFEE

63-66 Commercial Wharf Boston, Mass.

ARNOLD & ABORN, INC.

ABORN'S COFFEE & TEA

243 Pearl St. New York 7

AUTOCRAT TEA and COFFEE

"WE INVITE COMPARISON"

Brownell & Field Co. Providence, R. I.

G. A. BRAUNLING

TEA BROKER AND AGENT

108 Water St. New York 5, N. Y.

JABEZ BURNS & SONS, INC.

COFFEE & TEA MACHINERY

11th Ave. at 43rd St. New York 18, N. Y.

CHINA TEA COMPANY

TEA PRODUCERS AND IMPORTERS

91 Wall St. New York 5, N. Y.

COMMERCIAL IMPORT CO.

L. ARON (Owner)

TEA & CHICORY IMPORTER, BROKER

205 Natchez Bldg. New Orleans, La.

DENNISON MFG. CO.

FRAMINGHAM, MASS.

For Tea Tags call or write
nearest Dennison Sales Office

DODWELL & CO., LTD.

DIRECT TEA IMPORTERS

120 Wall St. New York

EPPENS, SMITH CO., INC.

TEA IMPORTERS — TEA BALL PACKING

*Borden Ave. & 21st St. Long Island City 1

STANLEY W. FERGUSON, INC.

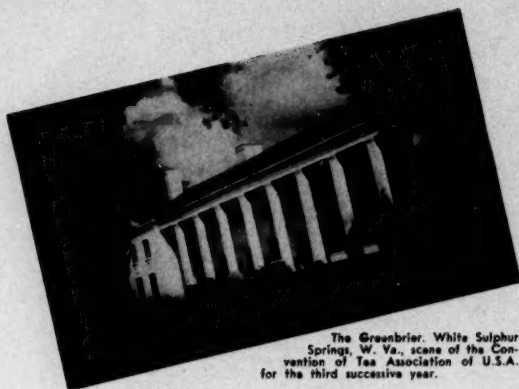
Importers, Packers, Jobbers of Tea and Coffee

365 C Street Boston 27, Mass.

GEO. FRIEDMAN CO.

TEA BROKERS

96 Wall Street New York 5, N. Y.



The Greenbrier, White Sulphur Springs, W. Va., scene of the Convention of Tea Association of U.S.A. for the third successive year.

Best Wishes..

INTERNATIO-ROTTERDAM, INC.
BEST WISHES TO THE 1951 CONVENTION
52 Broadway New York

JARDINE, BALFOUR INC.
TEA IMPORTERS
71 Water St. New York 5, N. Y.

STEPHEN LEEMAN PRODUCTS CO.
MING TEAS: TREASURE TEAS OF THE WORLD
Teaberryport West Nyack, N. Y.

LIPTON TEA
BRISK FLAVOR — NEVER FLAT
Thomas J. Lipton, Inc. Hoboken, N. J.

A. W. McADAM COMPANY
TEA BROKERS
131 State St. Boston, Mass.

McCORMICK & CO., INC.
TEAS, SPICES AND EXTRACTS
Baltimore 2, Maryland

E. H. MILLER TRANSPORTATION CO., INC.
WE TRUCK IN LIEU OF LIGHTERAGE
FOR THE LACKAWANNA RAILROAD
107 Front Street New York 5, N. Y.

THE MING TEA CORPORATION
TEA IMPORTERS
AND PRIVATE LABEL PACKERS
Mingfair House, 22 East 67th St., New York 21, N. Y.

M. J. B. CO.
COFFEE AND TEA PACKERS
665 Third St. San Francisco 13

MONARCH FINER FOODS
COFFEE — TEA — SPICES
World's Largest Family of Nationally Distributed
Finer Foods
325 No. LaSalle Chicago, Ill.

GENERAL FOODS CORPORATION
MAXWELL HOUSE TEA
250 Park Ave. New York, N. Y.

THE OTTO GERDAU CO.
TEA IMPORTERS
82 Wall St. New York, N. Y.

GRATALE BROS., INC.
TEA TRUCKING OUR SPECIALTY
711 Second St. Hoboken, N. J.

E. C. HALL COMPANY
IMPORTERS, PACKERS, DISTRIBUTORS
Oak Hill Tea, Coffee and Food Products
Brockton and Hyannis, Mass.

THE G. S. HALY CO.
IMPORT AGENT AND BROKER
383 Brannan Street San Francisco, Calif.

HELLYER & COMPANY
TEA IMPORTERS
1415 West Randolph St., Chicago 7
P.O. Box 33, Shizuoka, Japan

HO CHONG COMPANY, INC.
TEA IMPORTERS
Empire State Bldg. New York, N. Y.

IDEAL TEA PACKING CO. INC.
TEA BAGS PACKED FOR THE TRADE ON
PNEUMATIC SCALE HEAT SEAL MACHINE
525-535 East 71st Street New York 21, N. Y.

*to all our friends
in the Tea Trade!*

MUKAMAL COMPANY

TEA IMPORTERS

120 Wall St.

New York, N. Y.

NEW ORLEANS IMPORT COMPANY

TEA — SPICE — SEEDS — SINCE 1888

407 Magazine St.

New Orleans 12, La.

PORT WAREHOUSES, INC.

STORES FOR THE TRADE

41-47 Vestry St.

New York 13, N. Y.

RIVOLI TRUCKING CORPORATION

TRUCKERS FOR THE TRADE

18 Clermont Ave.

Brooklyn, N. Y.

SALADA TEA CO., INC.

TEA PACKERS

Stuart & Berkeley Sts.

Boston 16

SEEMAN BROS., INC.

TEA PACKERS

121 Hudson St.

New York 13

STEWART & ASHBY COFFEE CO.

STEWART'S PRIVATE BLEND COFFEE AND TEA

845 W. Washington Blvd.

Chicago 7, Illinois

STOP & SHOP, INC.

SUPERMARKETS

393 D Street

Boston 10

TEA PACK COMPANY

"THE COMPLETE TEA BAG PACKING SERVICE"

367 Greenwich St.

New York 13, N. Y.

TETLEY TEA CO., INC.

TEA BLENDERS AND PACKERS

483 Greenwich St.

New York 13, N. Y.

TOLEDANO & PINTO (AMERICA) Inc.

TEA IMPORTERS

565 Fifth Ave.

New York, N. Y.

DOMINIC J. VASKAS

TEA BROKER

79 Wall St.

New York 5, N. Y.

WASON BROTHERS COMPANY

TEA IMPORTERS

3018 Western Ave.

Seattle, Wash.

WEST SIDE WAREHOUSES, INC.

MODERN TEA STORAGE—CLEAN ROOMS

416-424 Washington Street

New York 13, N. Y.

WESTERN STATES TEA

ASSOCIATION

ELEVEN WESTERN STATES



A Message of Cooperation

to all members and guests of
The Tea Association Of The U. S. A.

BECAUSE WE firmly believe these conventions to be of vital importance to the successful promotion of Tea in America, we renew our pledge of earnest and continued cooperation.



THE GREAT ATLANTIC & PACIFIC TEA COMPANY

Joseph G. Vaskas, Agent

82 Beaver Street, New York 3, N. Y.

Once again we're looking forward to seeing all of you at the Tea Association Convention in White Sulphur Springs.

Here's for a good convention, a healthy exchange of ideas—and a pleasant few days of fellowship.

Thomas J. Lipton, Inc.

**BE SEEING YOU
SEPTEMBER
30TH TO
OCTOBER 3RD!**



LIPTON TEA

*brisk flavor,
never flat!*



**TEA ASSOCIATION
CONVENTION!**

**THE GREENBRIER,
WHITE SULPHUR SPRINGS
SEPT. 30—OCT. 3, 1951**

Tea salesmen make-or break-campaign

By JAMES J. BOOTH, Member
Tea Council

There's a very well known trade advertising campaign placed by the Bureau of Advertising that has as its theme "All Business is Local." It has always impressed me because of its truthful simplicity. Certainly all business is local because in the final analysis the sale, any sale, is consummated by two people, the buyer and the seller, which is about as local as you can get.

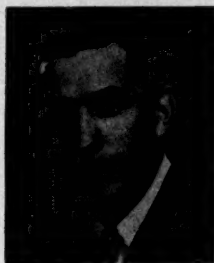
This certainly true in merchandising, because regardless of the power of your consumer advertising campaign, the persuasion of your trade advertising, the merits of a unique direct mail campaign, sooner or later your salesman has to talk merchandising to a buyer or to a merchandising man. In my opinion, what he says to this buyer or merchandiser can make or break even the most brilliantly conceived campaigns. For here it is that he has the opportunity to present his company's products, policies and promotions.

Having been a salesman for a number of years, I was always impressed by how much we knew about our company's products and policies and how little we knew about our promotions. We knew vaguely that there was a four-color ad campaign in a number of important national magazines, but we did not know the insertion and out dates; we were not briefed on making the maximum effective use of the supporting point-of-sale material, or even how to present our campaign intelligently.

I am afraid this was not an isolated case nor was it a case that happened 14 years ago, and cannot or does not happen today. It does happen. I saw it happen less than a year ago while seated alongside a buyer-merchandiser in an important chain grocery headquarters during the sales presentations of nine different salesmen. I am glad to report that while my friend, the buyer-merchandiser, agreed that the presentations were uniformly poor, he did mention that they were not exactly typical. He reported the caliber of presentations, backed by a sound merchandising plan, had improved tremendously since the war but that there was still plenty of room for improvement.

He was very complimentary about the merchandising programs of the Tea Council, and the thoroughness with which the entire tea industry was acquainted with even the most minute details of the promotion. And well he might have been, because in the final analysis the program was planned in long sessions with the Merchandising Committee of the Tea Association. Here, periodically, gathered some of the finest sales and merchandising brains in the industry, to plan and help execute a true industry merchandising program.

A most important as well as a most interesting phase of the programs to me was the privilege that the staff has had in addressing meetings of tea packer salesmen. This past winter and spring, the merchandising staff of the Tea



Bureau, acting on behalf of the Tea Council, travelled some 28,700 miles and held 168 sales meetings with a total attendance of 2,000 salesmen. This, of course, was in addition to the sales meetings that the individual packers held for their men, at which time they too explained in detail how to integrate their own brand promotions with the Tea Council's \$1,600,000 campaign.

That, of course, meant that not only were the tea salesmen well briefed on their company's products, policies and promotions, but they were equally well informed on the industry's advertising and merchandising campaign to increase the size of the tea market.

To these well informed packer representatives should, and does, go the credit for the huge success that the Tea Council's iced tea campaign has enjoyed in the grocery and institutional field this past summer.

More point-of-sale material has been ordered and used both in the grocery and institutional field than ever before. Telephone calls to 20 leading representative grocers throughout the country confirm the fact that the material was not only acceptable, but that it was used and used effectively.

In the institutional field more progress has been made in converting restaurant and hotel operators to the two-ounce formula than at any time in the new formula's history. A sample of 50 institutional packers revealed that sales of iced Tea bags were up 80 per cent over three years ago when the two-ounce formula was first launched.

As I travel around the country and see the renewed interest in tea at first hand, I cannot help but feel proud to be part of a determined industry that is finding that it can increase its sales by cooperation and by giving generously of its time to help plan, support and execute its advertising and merchandising programs.

John M. Anderson named assistant director of promotion for Tea Bureau

John M. Anderson has been named assistant director of promotion for the Tea Bureau, Inc., it has been announced by Anthony Hyde, the Bureau's managing director.

Mr. Anderson, associated with the Tea Bureau for the past year as service manager, was formerly vice president of the Faught Co., a public relations organization which he joined after he served with Young & Faught as account executive.

From 1944 to 1946, Mr. Anderson was associate director of programs and promotion with the Committee for Economic Development, and previously was director for popular promotion for Columbia Records. He is a graduate of Bucknell University.

Start tea farms in Austria

Although Austrians are not tea drinkers, Erich Bandl and Heinrich Kuepper, geologists, are starting a tea plantation in the Home Warte District.

They are encouraged by reports from the Pavia District in Italy, where tea farms are said to be thriving and many Italians are changing from wine to tea drinking.

Tea Association has come a long way since first convention

By **ANTONY TASKER**,
Organizing Director
International Tea Market Expansion Board

Having been privileged to attend the annual convention of the Tea Association of the U.S.A. on two occasions, I welcome this opportunity of extending the best wishes of the International Tea Market Expansion Board to all who will be gathering at the Greenbrier for the 1951 convention.

For good conventions, like good advertising, get results. None will deny that the Tea Association has come a long way since the days of Rye, N. Y.; and Lake Placid, and to my mind much of the growth in support from all sections of the tea and allied industries for all that the association stands for can be traced to the simple fact that each year more people have put more into, and therefore taken more out of, each convention.

And since good attendances are reckoned in terms of the business sessions as well as the first tee, the Tea Association is justifiably proud of the steadily increasing numbers from all parts of the U.S.A., and from abroad, who make a point

of meeting once a year, in order to take part in a balanced program covering a wide range of subjects, and to consider the many problems that face the industry, not only from the standpoint of the individual business but also as stockholders in the industry itself.

The Tea Association convention is, in fact, the annual general meeting of the tea industry in the U.S.; for it is here that all who have a stake, large or small, in the healthy development of the American market as a whole have an opportunity, on the one hand, to contribute their ideas and suggestions for the continued improvement of the industry-level program conducted by the Tea Council, and, on the other, to make full use of the experience gained by the Council in the profitable expansion of their own companies.

That, surely, is what is meant by "enlightened self interest": it is good sense and good business. Which is why the International Board is happy that its Tea Bureau in New York should have been able to make a modest contribution to the success of these annual events, and why I am confident that the 1951 convention will be the most successful yet.

Brazil's tea exports

Last year's exports to the U. S. came to about a third of all the exportable tea grown in São Paulo. Considerable quantities were also shipped to Argentina, Britain, Latin American countries, Portugal and Switzerland.



GEO. C. CHOLWELL & CO., Inc.

Established 1876 — 75th Year

"Whose name is known wherever tea is grown"

40 WATER STREET
4-6 COENTIES SLIP, N. Y. C.

Member, Tea Association
of the U. S. A.
and
Western States
Tea Association

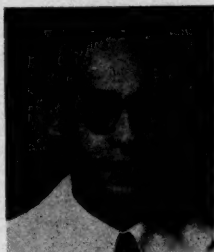
TO ALL — BEST WISHES
—H. E. Lawrence, Chairman

Agents U. S. A. for Alex. Lawrie & Co., Ltd., London, England; Balmer Lawrie & Co., Ltd., Calcutta, India;
Betts Hartley & Huett, Ltd., London, Calcutta, Colombo

Tea trends in India

By S. K. SINHA, *Chairman
Central Tea Board
India*

The annual convention of the Tea Association of the U.S.A. is an important occasion for the tea growing and exporting countries as well as for the distributors in the importing countries. It was, therefore, with the greatest regret that I found myself unable to accept the very cordial invitation from the president of that association to attend the 1951 convention. Fortunately I now have this opportunity arising through the courtesy of the editor of *Coffee & Tea Industries* to convey to the Tea Association of the U.S.A. the sincere good wishes of the Central Tea Board for the success of the forthcoming convention and to the Tea Council our particular appreciation of the valuable sales promotion campaign which was launched in May, 1950. The first report of the Joint Tea Council for 1950 is convincing proof of the most auspicious start which it has made.



Last December we had the pleasure of a visit from the organizing director of the International Tea Market Expansion Board, Ltd., London, who gave a vivid and instructive address to the members of the Central Tea Board, illustrated with a profusion of posters and brochures and enlivened with a few gramophone records of musical themes on tea put over the radio in the U.S.A. and Canada.

The eve of the forthcoming Tea Convention is an opportune moment to give a brief description of the tea industry in India in the hope that it will be of interest to those who drink and enjoy tea in the U.S.A., as well as to those who are engaged in the tea trade in that country.

India is the world's largest tea producing country, with an annual production of 600 million pounds, followed by Ceylon with 300 million pounds. Java and Sumatra had a prewar production of 180 million pounds, which is now being rapidly regained. During the war years, this tea was not available in the tea drinking world and India and Ceylon raised their production and filled the gap caused by the temporary disappearance of Indonesian tea from the world's markets.

About three-fourths of the tea grown in India is exported and tea is now India's third most important export commodity, jute and jute goods and cotton textiles alone taking precedence. Our tea exports earn Rs.800,000,000 annually, of which Rs.100,000,000 is in American and Canadian dollars. The importance in our national economy of the foreign money earned by tea can be gauged from the fact that our tea exports go to pay for two-thirds of our total food-grain imports, valued at Rs.120,000,000.

The tea industry is one of the most highly organized industries that we have in India. There are 654 joint stock companies with a capital of over Rs.600,000,000 in

addition to proprietary concerns. There is a labor force of 1,250,000 workers employed in the tea gardens in North-east and South India. The revenue derived from this industry by the government of India and state governments in the form of central excise and income tax is considerable.

During the war years, the problem was to meet the world demand for tea. There has since been a steady increase in the tea production in India, Ceylon, Pakistan, Indonesia, British East Africa, Japan and Formosa. Demand and supply are now practically in balance, but presently a buyers' market will supervene, with increasing emphasis on quality and price.

The tea industry in India is fully alive to this eventuality and all possible measures are being taken to improve the quality of tea by developments in the technique of manufacture and by factory re-equipment and expansion. The government of India has liberalized its import policy relating to essential equipment and raw materials and regular releases of substantial amounts of foreign exchange for their importation have been sanctioned. Considerable expenditure is also incurred by the industry itself in scientific and technological research.

Production costs are now 200 per cent to 300 per cent above the prewar level. Labor costs which formed some 60 per cent of the total cost of production have risen still further as a result of the increase in wages and the price of essential foodgrains which employers are required to supply to labor at prewar prices. Increasing attention is therefore being directed by the industry to the possibility of bringing down production costs by more mechanization in the field and factory.

With increasing production in all the tea growing countries, the need to expand our markets is greater than ever. The tea growers in India contribute Rs.5,000,000 annually to the International Tea Market Expansion Board, London, for promoting the sale and consumption of tea in North and South America, Canada, Europe, Egypt and the Arab countries and Australasia. The absorption of tea in India itself is 150 million pounds annually, and our home market is therefore one of our most important and Rs.2,000,000 are being spent annually for developing this market still further.

Behind the tea industry in India there is a history of a century and a quarter, forming a splendid record of initiative and enterprise and scientific knowledge gained and applied. It has shown self reliance to a degree which inspires full confidence in its ability to meet the inevitable challenge of competition in the near future and to maintain its position as the premier tea industry of the world.

Hot tea accounts for most U.S. volume

While summertime iced tea consumption is at an all-time high in this country, it is actually hot tea which accounts for approximately two-thirds of all tea consumption. Also, during the winter, it is the evening meal with which tea is drunk most often.

WSTA puts Pacific Coast backing behind national tea campaigns

By **MILLER M. RIDDLE, President**
Western States Tea Association

It has been estimated that 25 billion cups of tea are being consumed in the nation annually and this number could be greatly increased through the medium of planned publicity. This is the idea back of the national Tea Association's double-barreled drive - the national all-summer iced tea campaign and National Hot Tea Week. As the second annual national iced tea campaign goes down on the records of successful endeavors, the plans are already underway to launch National Hot Tea Week early this fall.

The Western States Tea Association has taken an active part in this drive since its inception, and its membership has contributed toward the present campaign. This tie-in with the national association serves to spearhead the Western potential.

Although affiliated with the national Tea Association in all efforts to further the sale of tea, the Western States Tea Association is a distinct and separate organization operating under its own by-laws.

The caliber of the membership of the Western States Tea



Association and the importance of the West in tea sales is attested by the appointment of some of its members to responsible government agencies. Joseph Bransten, president of the M. J.B. Co., was recently appointed by Michael Di-Salle to the advisory committee of the O.P.S. for tea. In addition, Mr. Bransten represents the Western States Tea Association on the merchandising committee of the national association.

E. J. Spillane, of the G. S. Haly Co., past president of the Western States Tea Association, was appointed last year to the U. S. Board of Tea Examiners. Former president M. A. Reilly, who at the time of holding this office was Western Division Sales Manager of Thomas J. Lipton, Inc., is now general sales manager for his company with headquarters at the home office in Hoboken, N. J. Several other members have gone on to top executive positions in both sales and production in the East.

One of the many services extended by the association is the grading and pricing of teas for the State of California. Before the purchasing agent of the state buys teas, all samples are submitted to the brewing committee of the Western States Tea Association.

The Western States Tea Association was organized in San Francisco in 1946. The membership of 37 represents the leading Western tea packers and brokers. Business meetings are held monthly, with occasional program meetings throughout the year. On the social side of the calendar, the Western States Tea Association Christmas Luncheon has

(Continued on page 43)

DE HOPE GOLDSCHMIDT **CORPORATION**

91 WALL STREET, NEW YORK 5, N. Y.

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India's tea producers push forward despite earthquake, famine threat

by A. H. GALLOWAY, *Chairman
Indian Tea Association
Calcutta*

It is with real pleasure that I accept your invitation to send a message from the Indian Tea Association, Calcutta, to Coffee & Tea Industries, and through your journal to the tea trade of the United States and Canada.

In these days of international mistrust, when the complexities of government control of trade and currency place so many barriers on the free exchange of goods, it is comforting to know that the old homely trade relationships between producers and consumers across the seas can still persist, and can be used in their modest and unpretentious ways as a means of communication and association between different peoples of this troubled world. One may hope that to some extent the international links which free commerce still struggles to provide between the nations may do something to counterbalance the feeling of bewilderment and frustration which we experience as we observe the international scene from the purely political aspect.

Let me extend therefore a most cordial greeting from the Indian Tea Association, still the largest independent group of tea producers in the world, to all our friends and customers, known and unknown, on the American continent.

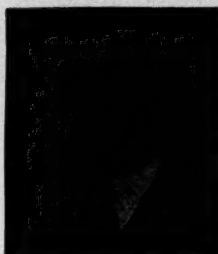
The last 12 months have seen many vicissitudes of fortune for the tea industry. Scarcely can the article my predecessor, R. L. Hards, wrote last year have reached America when there occurred the Assam earthquake. Fortunately the loss of life was small indeed compared with the magnitude of the shocks, but millions of dollars worth of damage was caused to our buildings in our richest tea-growing area, and communications were disrupted far and wide by floods and broken bridges. Yet the planting community is resilient and at its best in emergencies; prodigies of repair were speedily effected, and within a week or two communications were restored and manufacture resumed, though shocks of no small magnitude continued to recur for months after the initial earthquake, and even now damaged buildings have not been wholly restored or replaced.

Yet nature has by no means been wholly unkind. The tea crop of 1950, from which comes the tea you will now be drinking, was a result of particularly favorable climatic conditions—a bumper crop in the history of the Indian tea industry. There is no reason to believe that this was at the expense of quality. The luxuriant growth which provides the big harvest often instills into the made teas those particular characteristics of quality and flavor which the world's buyers look for in the Indian crop.

This does not mean, however, that we regard with complacency the quality of all our postwar teas. We recognize that the big production which India was called upon to manufacture for the world's markets after Indonesia was overrun by the Japanese and her tea industry received a blow from which it is only now beginning to recover, placed an inevitable emphasis on quantity; and this, particularly at a time when labor was in short supply owing to war

ROBERT LEWIS URGES ALL TEA MEN TO ATTEND GREENBRIER CONVENTION

Attendance at the tea convention by all members of the tea industry and allied trades was urged last month by Robert A. Lewis, five-time president of the Tea Association of the U.S.A. and conductor of the Tea Leaves column in *Coffee & Tea Industries*, formerly *The Spice Mill*.



Robert A. Lewis

Mr. Lewis, who is on "leave" for a brief vacation, will resume the column in the next issue of this publication.

"I want to urge all branches of the trade to get behind the Tea Association, the Tea Council and the Tea Bureau to make this convention the most outstanding of all," he declared. "Decisions reached at The Greenbrier will have a tremendous effect on our industry in the period ahead. The greater the attendance, the larger the proportion of the trade on hand, the sounder those decisions will be—and the less difficult it will be for the decisions to be translated from paper into fact. The industry, and each member of it, stands to gain."

demands and machinery could not be replaced, had to be obtained by methods of plucking and manufacture which would not normally have been encouraged. Since the war we have been able slowly to increase our labor force and our equipment, with the result that we are now reaching the position where we can do justice to the greater quantities of green leaf pouring into our factories.

Quite apart from our own genuine desire to get back to our prewar standards of manufacture, while still increasing the quantity of tea available to the world markets, we recognize that an era of greater discrimination is at hand and that in the matter of quality, inclination and interest go hand in hand. This year has seen the reopening of the London auctions, and for the first time in 11 years the tea drinkers of Great Britain—the world's largest consumers—are in a position to state their requirements to the producers and to reject what they do not like. Although they are still to some extent hampered in this by rationing and other measures which the British government has not yet seen its way to relax, the ability to discriminate is there and will increase, rapidly we hope, with the passage of time. The

(Continued on page 80)

Immediate steps vital to improve native tea chests from India

By **E. VERE POWERS, Chairman**
Rules and Regulations Committee
Tea Association of the U.S.A.

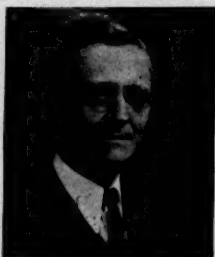
Of the many problems which have plagued the tea industry during the past ten years, there is one which deserves a great deal more attention than it has thus far received. I refer to the deplorable condition of native tea chests arriving from India.

The situation will improve only if and when a worldwide demand is made that something be done about it.

In the opinion of certain individuals who should be in a position to know the facts, the real difficulty arises not from the lack of Indian lumber suitable for the manufacture of tea chests (as has been so often stated) but rather from faulty manufacture of the plywood and improper assembly of the chests.

The Tea Association has, for many months past, waged a continuing campaign for the alleviation of this problem through a series of letters to S. K. Sinha, chairman of the Central Tea Board, Calcutta, India, stressing the seriousness of this situation and making suggestions as to various methods of improving their native product.

Some time ago the writer had occasion to inspect a



large shipment of fine Assams in which a high percentage of the chests arrived badly damaged and leaking. This could not have been due to bad handling or a rough voyage, as a shipment by the same vessel from another major source of supply, stacked beside the Assams, showed no damage whatever.

Many of the seams of the Assam chests had split open, leaving long gaps through which considerable tea had been lost.

This was due in large part to the very narrow metal strips used to bind the sides of the panels. Because of the narrow metal strips used, the nails were of necessity placed too close to the edge of the panels, and under stress of stowage and unloading had ripped out, allowing the seams to open up.

Not only is there frequently a considerable loss in weight under such circumstances, but even more serious is the inevitable deterioration in quality where fine tea is concerned.

Unless immediate and vigorous steps are taken to correct this situation, India tea, in competition with other growths, will steadily lose ground in America.

Because of the well keeping qualities of Assam tea, this could well down the quality of American tea packets by the time they reach the consumer.

And coming events cast their shadows before. There is a growing complaint by the steamship companies and insurance people concerning the unjust claims filed against them because of inferior chests resulting in excessive breakage, loss in weight, and damage to quality. This may

(Continued on page 77)

Greetings

to the 1951 Convention

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A tea plantation in East Bengal, Pakistan



A tea garden in Sylhet, Eastern Pakistan

Tea progress in Pakistan

By DR. A. BRABANT, Tea Officer, Government of Pakistan

The great distances which separate Pakistan from the U.S.A. have unfortunately contributed to a general paucity of information relating to the aims and the scope of one of East Pakistan's major industries.

Adjoining Assam and the Dooars, the tea-growing districts in East Bengal previously formed one extensive block with the tea gardens now situated in India, and it offers general satisfaction that Pakistan's now independent tea industry not only successfully overcame initial difficulties necessarily created by the sudden Partition but also further developed in a manner far in excess of expectations.

At present, Pakistan's share of the total acreage, allotted by the International Tea Committee to the principal tea-producing countries, amounts to 79,400 acres. The tea-growing area is concentrated in the districts of Sylhet and Chittagong, where favorable soil conditions and sufficient rainfall contributed to the success of the industry which can, in 1954, celebrate the first centenary of its existence. Taking into account that initial progress had been slow and that many prejudices against tea drinking had to be overcome, the present output of roughly 55,000,000 pounds of tea can be rated as an outstanding achievement.

There are 135 tea estates now in existence, the majority of which can favorably compare with the best plantations in other tea-producing countries. Large factories, equipped with modern devices and up-to-date machinery, cope successfully with the immense quantities of leaf which are harvested during the main season (May to October), by this means insuring the frictionless manufacture of fine types of tea which are in great demand for blending purposes and which are equally suitable for consumption in an unblended condition.

Teas, grown in Sylhet and Chittagong, were always noted for their qualitative properties. They yield a pungent and satisfying liquor and blenders all over the world are aware of the excellent coloring characteristics of these types of tea. These great advantages deserve particular attention as thrifty housewives judge tea by its cup-appearance and strength, a circumstance which is of importance at times when budget limitations make it necessary to obtain the best bargain at a reasonable price.

Every imaginable grade of tea is available. Pakistan's

tea plantations are consequently in a position to supply types which conform with the buyers' specific instructions, ranging from the finest flowery orange pekoes to commonplace grades. The tea industry is also able to offer a variety of green teas of outstanding quality.

The achievements of Pakistan's tea industry are not the result of haphazard actions. Planning and foresight play an important role and it is very gratifying to note that a number of recent steps have been taken which are destined to benefit the tea industry in particular. The Pakistan Tea Board, constituted in 1951, has charted out an extensive program which is already partly implemented.

The establishment of a Tea Research Station has made good progress, and it can with justification be anticipated that the intensified research will not only permit the evolution of better and higher-yielding varieties of tea plants, but also increase the flavor and appearance of the manufactured produce. The Research Station will in particular concentrate on the needs and requirements of East Bengal's tea plantations, which differ from those of tea-growing areas elsewhere.

Realizing that no purpose would be served by increasing and bettering the harvest results of the tea industry without creating additional transport and export facilities, the government of Pakistan has with foresight placed new warehouses at the disposal of the tea industry at the Port of Chittagong. A number of new and specially designed sheds were erected, and it is now possible to store large numbers of chests under ideal conditions. Steamers, arriving regularly from overseas, can, at any time, load tea with a minimum of delay, a measure which renders shipment from Chittagong particularly attractive to shippers and buyers. The entire Port of Chittagong is being remodelled, and it is already evident to what an extent the tea industry benefits by such arrangements.

Chittagong deserves further mention. Tea auctions are regularly held at fortnightly intervals and the steadily increasing turnover clearly indicates that the Chittagong tea auctions are entirely successful. Hope is expressed that the auctions will continue to increase in popularity, and it is anticipated that an increasing number of foreign buyers will, either directly or through their agents, purchase tea

(Continued on page 80)

The Tea Association has grown . . . in numbers, initiative, maturity

By DOROTHY F. SCHNEIDER, Executive Secretary
Tea Association of the U.S.A.
Secretary, Tea Council

When the president pounds the gavel to open the tea convention this year, he will mark, for me, five years of very gratifying service as the executive secretary of this fine organization.

Literally volumes have been written about the progress we have made since the development of the Tea Council. Do many of our friends in the trade realize, however, that the growth of the Tea Association from Westchester, 1946, to the formation of the Tea Council in 1950 was not just an accident? It required concentrated effort on behalf of all members, as well as a desire to create a strong trade through its association. Some have been called upon to take an active part in committee work, others have helped by supporting recommendations of these committees and promoting their adoption. As a result of belief in industry solidification, the Tea Association has marched forward.

The Tea Association *HAS* grown . . . from 123 to 186 members. Four special committees have been appointed



since 1946 to service our product to the consumer and to promote its use in the country.

1. The Brewing Committee, established in 1947, has made outstanding contributions to the trade by advocating an iced tea formula, testing equipment and promoting uniform instructions for brewing a better cup of tea.

2. The Merchandising Committee has devoted endless hours to servicing the grocery trade. It developed our first efforts at related-item promotion and continues to guide closely the advertising as it is being established for the Tea Council.

3. The Marketing Research Committee, made up of experts in analysis of the movement of tea in all channels of trade, has contributed greatly to the development of the expanded market for tea within the past few years.

4. The Restaurant and Institutional Committee struggled into existence with several problems and has worked conscientiously to overcome them. Its job is the most difficult one facing the trade today, but the committee stands with a firm conviction that in restaurant sales there is a large potential, and restaurant problems CAN be solved.

The Junior Board was established in 1948 as a result of tireless efforts on the part of a few young men to broaden activities of the association. We owe a lot to these junior directors. As a very special task, under the chairmanship of Ray Partridge they undertook to investigate the possibility of a promotion fund and prodded the senior board until the fund became a reality.

(Continued on page 47)

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Tea in postwar Indonesia

By Dr. W. J. de JONGE, Chairman
Vereeniging vood de Theecultuur in Indonesie
Amsterdam, Netherlands

I feel grateful to be able to add a few words to the best wishes and greetings to the U.S. tea trade and express my conviction that the next convention of the Tea Association of the U.S.A. at the Greenbrier will again result in achievements beneficial to the people of the U.S.A., to consumers as well as to the trade, distributors and all others connected with tea.



Since 1927, for nearly 25 years, I have been associated with the interests of those who have invested their capital in tea gardens and plantations in Java, later on also with those whose interests are chiefly in the only other tea growing island of the present Indonesia, Sumatra. All these years, the problems we had to deal with in the associations of the planting companies have been numerous. And in these postwar years they have not decreased. These problems do not present themselves in the domain of production only; it is just as important to watch developments with regard to marketing.

Trade papers in the U.S.A. have been, and are, continuously presenting articles from correspondents in producing countries dealing with difficulties on the production side: problems with the workers in the gardens, higher wage against lower output per worker, increased levies by the governments to get their budgets balanced, etc.

It took quite some time in the slump years round about the thirties before the arrangements to save the producers, as well as the tea garden workers, in India, Ceylon, Indonesia and Pakistan from catastrophe were completed. Bankruptcy of the tea growing companies having their interests in these was threatening and the great danger was, as anticipated, that in later years the public would be disinclined to participate in financing tea growing. The perennial nature of the industry makes its financial structure vulnerable, with marketing at reasonable prices in the long run uncertain. These arrangements, finally concluded in 1933, prevented catastrophe and the loss of invested capital as well as the misery and poverty of hundreds of thousands of indigenous workers in the tea gardens and factories.

When negotiations went on in the early thirties, much was published on how, in a century's time, tea became a well organized industry on large estates, gardens or plantations with due provisions for the workers socially and medically.

One of the characteristics of the then Netherlands Indies, that smallholders had so big a share in the total production, was something the Netherlands people were, and are still, proud of. Not less than 180,000 acres of tea were the property of the individual nationals, being one-third of the total area under tea in that part of the world.

Ten thousand Indonesians were registered as having their own gardens of tea. True they did not have their own factory, with expensive machinery, but they could be looked upon as a happy crowd, getting encouragement in their tea growing from the beginning of the 20th century. All kind of help was made available free of charge, with advice and information given by competent university-educated agricultural experts in government service. The prices of wet leaf, bought by surrounding estates under European or Chinese management, were under the supervision of the authorities. These smallholders' tea gardens, only in existence in the island of Java, had less war damage in the years of Japanese occupation than the other tea gardens.

Shortly after the arrangements were made in regulating tea exports (1933), in no way trying to monopolize the output or export, tea producers pooled their funds more closely for tea promotion all over the world, and the already existing Tea Bureau in the U.S.A. was reorganized, getting an all-American managing director and staff shortly afterwards. From that time on the American market was, in my opinion, thoroughly investigated. It has always been considered as a potentially important outlet of tea, with a well organized, independent tea trade and self-imposed official tea examining, in order to avoid imports of injurious qualities.

In the first place this market should not be lost; but it was also an aim to try to increase the per capita consumption, which had been constantly on the decrease for many decades in the U.S.A., as insiders in your country know better than I do.

Our American friends are, no doubt, also better aware than we are on the other side of the herring pond of what it meant when finally close cooperation of the Tea Bureau with the American Tea Association was reached. Expert advice of those who are nearer to the consumer than the producer of tea can ever be, discussing problems in close harmony, must lead to tangible results. I am pretty certain that not a similar example exists in this world, where the interests of foreign producers or manufacturers, as a group, and having their interests in another continent, go in for so harmonious a collaboration and equally spend such sums

(Continued on page 42)

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Ceylon tea producers confident U. S. campaign will succeed

By R. C. BOUSTEAD, President
The Ceylon Association in London

All of us here in London who are concerned with the production of Ceylon tea warmly welcomed the formation of the Tea Council in the spring of 1950 and the new effort in partnership marketing between producers and the tea trade of the U.S.A. which resulted therefrom.

Ceylon producers have long appreciated the importance of propaganda, and even before 1892, when a cess on exports of tea from Ceylon was first imposed for this purpose, they had provided funds to advertise their teas. Later, members of this Association took a prominent part in supporting joint promotion work through the formation of the International Board in 1935 under whose aegis the U.S.A. Tea Bureau was established.

We were therefore particularly happy when the Tea Association of the U.S.A. decided to cooperate so whole-heartedly in this promotion work and shall continue to follow with great interest the new campaign which was inaugurated last year by the Tea Council. We feel sure that, given time,



this campaign will produce good results and are much encouraged by what has been achieved to date.

The Tea Association of the U.S.A. will soon be holding their sixth convention, and it gives me great pleasure to wish it all success on behalf of the members of the Ceylon Association in London.

In view of the successful conventions which have preceded it in recent years we have no doubt that 1951, Great Britain's Festival Year, will be no less memorable in the annals of the tea trade of the U.S.A.

Tea in postwar Indonesia

(Continued from page 41)

of money to promote the consumption of their manufacture or produce.

As I sometimes put it in the meetings of the Tea Associations, either with the board or with its members, tea has already given many years ago, a good example of what can be achieved in coming to a better understanding among nations, an ideal propagated in so many ways in recent years.

I am sure that all members of the associations of tea producers with interests in the Indonesian isles, Java and Sumatra will take due note of what is going on at this Greenbrier tea convention, and will join me in wishing all those present a good time during this period of four days in September and October, at a convention which is a wonderful combination of business meetings and relaxation in a friendly spirit, worthy of imitation in other fields.

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Tea leads as midsummer dinner beverage, Roper survey shows

A Roper survey shows tea to be the most popular evening meal-time beverage during midsummer, the Tea Bureau reports. More than 29 per cent of the people questioned had tea with their dinner, while 26 per cent had coffee.

Long established as a favorite mealtime "cooler-offer" in hot weather, iced tea is consumed by two-thirds of all Americans 12 years or older.

Iced tea enjoys this widespread popularity among all age groups. Those from 12 to 17 conform exactly to the national tea consumption average. Over 17 and up to 60, people are slightly better than average consumers, while oldsters run below national percentage consumption figures.

Nation faces comedian shortage, says author Bill Treadwell

There will be a shortage of comedians in the next 25 years. So says Bill Treadwell, author of the new book, "Fifty Years of American Comedy," published by Exposition Press, New York City, who has spent much time during the past ten years studying the entire comedy field, including comedy trends, audience likes and dislikes, and even the men behind the "gags."

This is the same Bill Treadwell who is widely known in the tea industry as director of information for the Tea Bureau, the Tea Council and the Tea Association.

"I have found that the nation's comedians and comedy shows are in most demand by sponsors who have products to sell that are used in the homes," he declared. "And this nation is experiencing a comedian shortage. There are not enough top-flight comedians to go around."

The listener has been educated in comedy by radio, and now that television is with us, the demand for comedy is far greater, Mr. Treadwell said. This viewing public has lived through a couple of major wars, a depression period and unsettled times, and the comedy source in America can be credited with helping to keep morale high for those at home as well as those in the Armed Service, he indicated.

WSTA backs national campaigns

(Continued from page 36)

become traditional. During the summer, everyone looks forward to spending the day together at the annual picnic or barbecue, joined by families and guests, with entertainment and sports provided for everyone. In addition to this, the first cocktail party for the tea trade was inaugurated last January.

The Western States Tea Association is a product of the West, the only organization of its kind, and arose out of the foresight of the Western tea packers and brokers who recognized the need to work together for constant improvement to keep pace with the rapid growth and prosperity that is the great heritage of the West.

Tea from Indonesia

Indonesia supplied the United States with 9.3 million pounds of tea in 1950 compared with a prewar average of 20.5 million pounds.

SEPTEMBER, 1951



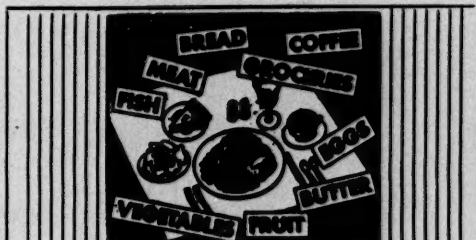
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Where does Japan stand in the restoration of her tea industry?

By S. SAIGO, Managing Director
The Shizuoka-Ken Export Tea Association

I pay my profound respects to all the members of the tea industry at the 1951 convention of the Tea Association of the U.S.A., and I sincerely expect it will bring forth successful achievements.

Having experienced how "a cup of tea" is contributing to the peace of humankind, I cordially appreciate the sympathy shown by the consumers of the world to the tea of Japan.

I want to report to you, as precisely as possible, the extent to which Japan tea has been restored since the cessation of hostilities.

Tea gardens occupied 100,000 acres in the prewar period. This diminished to 60,000 acres by the end of the war. Since tea exports were resumed in 1946 and as home consumption started to increase, the planters began to cultivate new tea gardens. By 1951, the area had gone back to 71,000 acres. We cannot, however, anticipate that we will get full producing capacity from the young tea gardens right away.

In prewar times, we had a producing capacity of 136,000,000 pounds of tea, totaling green and black together.



Japan's Postwar Tea Exports

Calendar Year	Destinations				Total
	U. S. A.	Canada	Africa	Others	
1946	7,545,705				7,545,705
1947	4,180,584	423,068	2,271,581		6,875,233
1948	3,819,606	648,580	4,408,107	10,845	8,886,338
1949	4,390,287	325,800	10,819,667	248,275	15,793,969
1950	4,722,141	648,708	8,567,673	2,808,583	16,145,025
1951					
Jan.-June					
(Half year)	1,105,912	82,750	6,106,004	1,751,379	9,106,135

A great many tea bushes were cut down during the war, and the aggregate production was reduced to less than 50,000,000 pounds by the end of hostilities.

The tea plants were undernourished because of a shortage of fertilizers, but the producers manured to the best of their abilities in order to expand the export quantity. At the same time, they put in new plants. With these efforts, by 1950 the production had been rebuilt to 95,000,000 pounds.

In the two seasons of 1946 and 1947, Japan's tea exports were carried out on a government basis under the supervision of SCAP. With the 1948 season, the formula was changed to private trade.

The general trend of exports in the past five years has been marked by an increase in quantity, an increase in the number of destinations, and an increase in the kinds of tea.

(Continued on page 47)

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Says Tanganyika will double tea production in next five years

By **W. G. DICKINSON**, *Chairman
The Tanganyika Tea Growers' Association*

Once again I have great pleasure in writing a few words for the Coffee & Tea Industries special section on the convention of the Tea Association of the U.S.A. By all accounts, last year's convention at White Sulphur Springs was outstanding, and we hope that this year's convention will be equally successful.

Now that the advertising campaign, launched so auspiciously by the Tea Council, is in full swing, it is essential that enthusiasm be maintained. Probably the easiest part of any campaign is the launching of it, when enthusiasms are high and the news makes headlines; but it is the sustained effort which produces the results, and we producers feel confident that the joint efforts of the Tea Association and the International Tea Market Expansion Board will not be allowed to flag. It is essential, moreover, that immediate spectacular results



should not be expected by either the tea trade in America or by producers. The large amount of money being put into the "under pressure" campaign is still small in comparison with sums spent on advertising by some other industries. Nonetheless, there are already indications that consumption in the U.S.A. is beginning to rise.

Here in Tanganyika, the tea growing industry continues to expand slowly but steadily, and the acreage under tea is now nearly 10,000. Production for 1951 will almost certainly constitute a record, and should approach 3,000,000 pounds. There is room for a great increase in yields here, and producers are confident that total production will be doubled during the course of the next five or six years.

The tea industries of Kenya, Uganda and Tanganyika, which form a geographical block, are drawing ever closer; and although domestic affairs are settled by the respective territorial Tea Growers' Associations and their Statutory Tea Boards, matters of common concern are now referred to a Central Tea Committee, on which sit representatives of all the three territories. The functions of this Committee are purely advisory, but in effect its decisions, when communicated to the three Tea Boards, are always accepted by them.

A further instance of the closer ties between the East African Territories is the Tea Research Institute of East Africa, with headquarters in Kenya. It is financed by the tea industry of Kenya, Uganda and Tanganyika, and its work should be of the utmost value to an industry which promises to become one of the most important in East Africa.

Exports of tea from Tanganyika to the American and Canadian markets have been well maintained, and the

(Continued on page 47)

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Some new uses for tea — as a flavoring

By **GEORGE F. MITCHELL**

Several articles have appeared recently under my signature in trade journals suggesting that tea be used for flavoring ice cream, milk sherbets and other desserts, as well as milk shakes and beverages where milk and cream are used as the principal component.

Unfortunately, for best results tea cannot be merely brewed and the resulting infusion as an extract. However, I have found that a satisfactory extract of tea can be produced in the following manner:

Put equal parts of whole milk and heavy cream in a double boiler and for each pint of liquid place in a cup one-half cup of dry tea. Pour boiling water on the dry leaves to just cover. This will cause the leaves to open up. After the leaves have been for a few minutes in the hot water, transfer the mass to the milk and cream in the top of the double boiler. When the water in the under part of the boiler begins to boil, let in continue boiling slowly for seven minutes. Remove the upper vessel, and when the mixture has cooled to room temperature, strain



through a fine sieve or a piece of cheesecloth. This milk-cream-tea extract can then be used in making ice cream by any selected recipe.

We have enjoyed tea ice cream in our home for many years, and our friends to whom I have given the recipe have also heartily endorsed it. The tendency is to make the extract *TOO WEAK*, so you must beware of this and follow the indicated proportions for best results. In the case of ice cream, the tea-milk-cream extract can be adapted to any good ice cream recipe.

Following are tea ice cream recipes developed by Frances Barton, of General Foods, using the refrigerator as well as the hand freezer methods of freezing. The ingredients for both are the same, but the methods are slightly different.

Tea Ice Cream

- 2 cups milk
- 2 cups heavy cream
- 1 ounce Maxwell House Tea*
- 1/2 cup boiling water
- 1 cup sugar
- 2 tablespoons flour
- 1/4 teaspoon salt
- 3 egg whites

Combine milk and cream in saucepan and heat until scalded. Pour boiling water over tea and allow to steep *only one-half minute*. Then add scalded milk and cream and allow to steep *only three minutes* longer. Strain *at once* through cheesecloth or fine sieve. Combine sugar, flour,

(Continued on page 80)

TEA

PRIVATE LABEL PACKING

- Tea Bags
- Iced Tea Bags
- 1/2 lb. Bags
- 1/4 and 1/2 lb. Cartons
- Bulk Tea

Direct importers of Teas from Ceylon, India, Java and Amsterdam. Furnished in bulk, Individual Tea Balls, 1/4 or 1/2 lb cartons, under private brand.

EPPENS, SMITH CO., INC.

Borden Avenue and 21st Street, Long Island City 1, N. Y.

Telephone: STillwell 4-9320

BALTIMORE: 125 Lombard St., PHILADELPHIA: 55 S. Front St.
BOSTON: 156 State Street NEW YORK: 100 Front St.

Japan's tea restoration

(Continued from page 44)

During the 1946 season, two kinds of tea were shipped out—Pan Fired and Guri. Exports during the 1950-51 season comprised these kinds in the following proportions: Pan Fired, 51.0 per cent; Natural Leaf Tea, 2.6; Black Guri, 2.7; Hyson, 1.5; Chun-Mee, 18.0; Sow-Mee, 11.0; Gun Powder, 2.5; Jin, 1.0; Ban-cha, 1.5; Siftings, 2.0; Black Teas, 6.2.

In 1950-51, teas were exported to the following destinations: *North America*—U.S.A., Hawaii, Canada, Mexico; *Central America*—Panama; *South America*—Chile, Peru, Uruguay, Argentine; *Asia*—Loo Choo Islands, Hongkong, Guam, Philippines, French Indo-China, Siam, Afghanistan, Saudi Arabia, Lebanon; *Europe*—England, Belgium, Portugal; *Africa*—Egypt, Tunis, Algeria, Morocco, Tangier, Senegal, Gambia, Ivory Coast, Dahomey, French Guinea, French Soudan, Nigeria, Mauritania, Cameroons, French Chad, Niger, Middle Congo, Ubangi-Shari, Madagascar.

In summary, the area of the tea gardens has been restored to 71 per cent of prewar days, and production has reached 70 per cent of the prewar level.

As the productive power of the new gardens increases year by year, and output is also expanded through more adequate fertilizing, the capacity for export shows a conspicuous increment.

Tea exports have been restored to 45 per cent. But annual exports of about 10,000,000 pounds to yen bloc countries and 5,000,000 pounds to the U.S.S.R., factors in prewar days, are entirely gone now, and therefore reaching the prewar export quantity is quite impossible.

I deeply wish that "one cup of Japan tea" will be of use

to the peace of the world. Somebody has said that if we analyze the character of "tea" it turns into "tie," binding the East and America . . . and I believe this is true.

Tanganyika tea

(Continued from page 45)

quality of tea produced is usually at least as good as that of other African-grown teas. As the industry becomes established and expands, so are new, modern tea factories being erected. At the same time, the welfare of the African employee is constantly looked after, and living and working conditions are usually very much superior on a tea estate to those to which he is accustomed in his own home.

Tanganyika will never be a large contributor to the total world tea production, but benefiting from experience in other countries and continuing to build up the industry on sound and careful lines, we hope to produce teas which will be ever-increasingly in demand by the tea trade of the world, and not least in the United States of America.

Tea Association has grown

(Continued from page 40)

These junior directors represent in the tea trade today the executives of tomorrow. They believe in tea as a product. They see a future for that product in an expanding market for it as a popular American beverage, and they face that future with aggressive merchandising policies for tea.

As our faith in the tea trade increases and we unify our forces to promote our product, we achieve economic security combined with mutual understanding. This makes the Tea Association possible. This makes the Tea Association work for you.

• Our warm good wishes to the Convention •

HALL & LOUDON

ESTABLISHED 1898

TEA BROKERS

We offer a comprehensive Tea Brokerage service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

Sembodja Corporation of New York

IMPORTERS OF QUALITY TEAS

50 BROADWAY, NEW YORK

MEMBER, TEA ASSOCIATION OF U. S. A.

Tea Council's grocer drive is an impressive "hit"; four reasons make it that

By **LAWRENCE GILES**, *Member
Tea Council*

It has been my privilege to sit in a front row seat and watch the Tea Council's program of advertising and merchandising since its inception. The show has been and continues to be a most impressive "hit." Through a good many years of intimate relationship with the retail grocery trade, I have watched many advertising and merchandising programs, varying all the way from dismal failures to rememberable successes.

From where I sit, it is clear that besides the quality of the advertising which has been done, there are four prime reasons why the Tea Council program can be classified as a "hit."

Firstly, it is a long-range program. All the way through from the very start, much emphasis has been laid on the



principle that we have to think in terms of a period of years. "One swallow does not make a summer," and certainly everybody agrees that changing the habits of the American people cannot be accomplished in one summer or one winter. It will take years of insistent, steady effort to accomplish our objective through steady progress.

Secondly, it is a well planned program, planned way in advance. One of my tea packer friends was amazed to notice that at Greenbrier last year meetings were being held to formulate the program for the hot tea season we are just now entering. A program of this magnitude can only succeed if it is planned long in advance, and well planned.

Thirdly, the program is a truly cooperative venture. Its very base is cooperation between the tea producers abroad and the tea packers here. In its execution here, there is a high degree of effective cooperation between the Tea Bureau, representing the producers, and the Tea Association, representing the packers, working together through the Tea Council.

Fourthly, and in my opinion, most importantly, the advertising has been consistently supported by real merchandising, the quality of which has improved with each succeeding campaign. No advertising campaign, regardless of the degree of quality of the advertising itself, can be completely successful unless it is backed up with point of sales material of the highest quality, and with this material used on the broadest possible scale. The basic "idea" must be sold at the point of sale with the same identical message in the same identical terms as the campaign itself. This fundamental philosophy cannot be repeated too often or stressed too ardently. There is real weakness and much waste in

(Continued on page 77)

IHW^{TE}

The Neglected Teen-Agers

If the enjoyment and economy of drinking Tea is not made popular with this group now, not only will this present large market be missed but also their future patronage will be more difficult to win. Is your advertising hep?

IRWIN - HARRISONS - WHITNEY, INC.

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

TEA IMPORTERS

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

We need to simplify tea package sizes

By J. ROMAN LA CROIX, *Chairman
Junior Board of Directors
Tea Association of the U.S.A.*

It was but a short three years ago that the Junior Board of Directors of the Tea Association of the U. S. A. started to dig deep into the problem of how to bring to a halt the continued decline in per capita use of tea. Since May, 1950, all within the tea industry have seen and realized a dream come true. The Tea Council was formed and packers and growers have been actively engaged in a joint publicity campaign to promote the greater use of tea.



Another fruitful undertaking of the Junior Board was the development of a sound procurement plan for state, county and city institutions to follow when buying tea. This involved the writing of specifications, including the establishment of quality standards.

The purchasing agents of all 48 states recently received copies of this proposed better way of tea purchasing, and at this writing, one state is already using the plan with several others having expressed a keen interest. Shortly, this plan will be released to the purchasing agents of all principal counties and cities.

Currently, the Junior Board is tackling what appears to them to be another problem of great importance to the growth and development of the tea industry. The publicity campaign for tea which started in May, a year ago, is doing a forceful job of bringing to the attention of all those who drink beverages of any kind, reasons why they should drink tea more frequently.

The housewife's interest in tea will be elevated to new heights, but when she shops for tea, what is she confronted with at the retail level? As viewed by the Junior Board, it's pure frustration. She is faced with a vast variety of types and package sizes in package tea and tea bags or tea balls.

Let's look at some of the package sizes in tea balls or tea bags. A field study, which is not all-inclusive, shows a wide range, many in the same market, such as 8 count, 10 count, 15 count, 16 count, 25 count, 48 count, 50 count, 80 count, and 100 count. Add to this black tea, orange pekoe and pekoe, pekoe, green tea, oolong tea, mixed tea and others.

To the Junior Board, this points to the need in the tea industry of an effort to make tea "easy to buy" wherever possible. Uniformity plus a limited number of package sizes, making for greater simplicity of purchase, appears to be the first step. Some of the benefits which should accrue to all concerned from a simplified packaging program are:

1. Faster turnover of available packages.
2. Fresher tea for the consumer. Tea must be fresh

to win new users and keep consumers using it more often.

3. Packer salesmen can certainly merchandise fewer package sizes to better advantage.

4. Inventory problems on the part of packers, wholesalers, chain warehouses and retailers will be lessened.

Point number four is of extreme importance, because fewer items to handle, pack, etc., means more profit to all, including a minimum amount of confusion in the consumer's mind when she is buying tea.

No other commodity in the retail grocery store offers as many complications in packaging as tea. The Junior Board has recognized this and the Committee on Package Sizes will, upon completion of their study, submit a report with recommendations to the Tea Association. It is hoped that the report will be viewed favorably and that all those in the industry will support it.

What's happening to tea sales

(Continued from page 23)

fectively than at any time in the past 20 years. 2) The grocers of America have taken a second look at tea and are paying more attention to its sales and profit potentials than they have in many years. 3) The restaurants and public eating places are more conscious of the profit potentials of tea and are more anxious to do a better job of serving tea, both hot and iced. Sales in this area are definitely on the upgrade.

We must be cautious and objective in any appraisal of what effect the campaign has had as yet on the consumer. It is too early to expect a measurable swing toward tea. It would be nice if we could promise ourselves quick results, but they will come only in time. Every indication points to the fact that we are on the right track, and the industry is fortunate to have had several years in a row of increased sales. I believe that the downward trend of tea consumption has definitely been stopped and that there is no reason why its climb cannot be a continuous one, as long as we continue to advertise, merchandise, publicize and promote it vigorously.

Tea publicity in the U.S.

(Continued from page 27)

where most tea is served. We are currently mapping out a program to have proper brewing of tea illustrated on homemakers' shows, to have tea themes worked into comedy shows, dramatic shows and featured programs.

Our two excellent Bureau films, "A Tale in a Teacup" and "String of Beads," have appeared on 85 per cent of all the television stations in this country.

The new "Take Tea and See" campaign offers us new material for all these media. We look forward to even further expanding our publicity efforts and outlets and their effectiveness in the coming year.

Riegel's Coffee Pouch

The PAPER that created a REVOLUTION
in packaging restaurant coffee!

Most of the leading coffee companies are now packing their glassmaker grind for restaurant use in Riegel's Coffee Pouch Paper. This is a smooth, glossy, snow-white web that provides a very tight heat seal.

The paper is formed, filled and sealed at speeds of 3,000 or more per hour on Stokeswrap or Transwrap machines.

Because of special plasticizers and long fibers, it stays pliable and cuts losses due to broken bags . . . yet it is easy for your customer to tear open . . . saves his time during rush hours.

Riegel's Pouch Paper retains all the fresh aroma of fine coffee, and gives you a brilliantly printed two or three color sealed pouch . . . with strong brand identification . . . at really moderate cost. Write for samples and full information.

RIEDEL PAPER CORPORATION
342 Madison Avenue • New York 17, N. Y.

Riegel

**SPECIAL PACKAGING PAPERS
FOR COFFEE, TEA AND SPICES**

Rail travelers like coffee strong

In its century of operation, the New York Central has learned that the man with a good cup of coffee under his belt is easier to satisfy in all respects, and so the railroad takes meticulous pains to make each of the 5,000,000 cups it serves each year as near perfection as humanly possible.

"When a hard to please passenger gets a good cup of coffee he is less critical of everything else," says A. E. Yarlott, general superintendent of the railroad's dining service department.

Guaranteeing passengers good coffee is a big operation for the Central. On an average day, 175 diners are in service. Literally millions of meals were served last year to passengers and train crews. The 165,000 pounds of coffee purchased in 1950 made enough coffee to fill approximately 5,000,000 cups.

"Our passengers don't want weak coffee," Mr. Yarlott points out. "We have noticed a definite trend in recent years to stronger coffee. The system's prescribed brewing method assures strong well flavored coffee. It calls for one pound of coffee per seven quarts of boiling water made in a pre-heated urn."

Many passengers want their coffee before anything else in the morning. The first two words some people can utter in the morning, it seems, are "Waiter! Coffee!" says A. H. Smith, assistant general superintendent of the dining service department. That first cup has to be good.

Andrew G. Sencak, assistant to Mr. Yarlott, adds, "We are making our coffee the way our passengers want it, and they want it a lot stronger than they did a few years ago. The secret of good coffee is to keep urns and all equipment clean at all times, but the big reason for our coffee's popularity is its strength."

"We don't get many complaints," he says, "but those we do get are almost all due to failure to pre-heat our silver coffee serving pots or the coffee cups." All dining car personnel are trained to pre-heat pots and cups. Most coffee drinkers want the beverage served steaming hot.

To make sure that standards for brewing, cleanliness and service are kept high, the New York Central maintains a staff of 35 supervisors who are constantly testing, checking and observing preparation and serving of dining car foods and beverages. Most supervisors are chosen from the ranks of dining car stewards and chefs.

The training of a dining car chef is long and rigorous. Starting as fourth, an aspirant works up through the ranks, his progress determined by ability and seniority. His first job as chef would normally be in a small diner-lounge car.

Mr. Yarlott, Mr. Smith and Mr. Sencak were all at one time stewards on the Central's diners.

They agree that another essential in serving good coffee—coffee that brings passengers back to the line of the 20th Century Limited, the Commodore Vanderbilt, the Detroit and the Pacemaker—is freshness. The Central's coffeemakers brew enough coffee for about 15 pots at a time. A pot

holds almost two cups of coffee. When there is about a quart fresh left in the coffeemaker, another batch is made. The coffee is always fresh. On the late afternoon trains leaving Grand Central Terminal in New York City, the chefs brew the first quantity of the beverage immediately after the trains are backed into the station, preliminary to departure. Travelers arriving early don't have to wait for their coffee.

Mr. Yarlott estimates that coffee is ordered by 85 per cent of those using the dining facilities. His records indicate coffee is as popular at luncheon and dinner as it is at breakfast.

Maxwell House Clinic offers coffee cost analysis

"Learn your coffee cost to 1/10¢ per cup."

That's the headline in a General Foods ad for Maxwell House Coffee appearing in recent issues of restaurant magazines.

"Learn how to serve even better coffee for no more than your present cost," the ad suggests, and poses these questions: "Do you know your coffee cost exactly? How many full cups you get per pound? Whether your coffee is brewed correctly and stored at the right temperature? Whether your cream blend is correct for the type of coffee you serve?"

The ad indicates that without obligation, the Maxwell House Coffee Clinic will analyze the restaurant's coffee service completely, answering all these questions and dozens more.

John O. Sabatos named by PACB to represent restaurants on Technical Advertising Council

The executive committee of the Pan-American Coffee Bureau has appointed John O. Sabatos as a member of the Bureau's Technical Advertising Council, it has been announced by Andres Uribe, of Colombia, acting PACB president.

Mr. Sabatos is a director of Bickford's, Inc., and of the National Restaurant Association. He will represent the restaurant trade in the council.

The Technical Advertising Council is an eight-man group which acts in an advisory capacity to PACB on all phases of the Bureau's extensive advertising program and on methods for bringing the producers of Latin America and all branches of the U. S. coffee industry into closer cooperation.

In addition to Mr. Sabatos, present members of the Council are: Walder Lima Sarmanho, of Brazil, PACB president; Roberto Aguilar, of El Salvador, and Hans Cohn, of the Dominican Republic, all representing the Bureau; R. H. Cardwell, of C. W. Antrim and Son, Albert Ehlers, Jr., of Albert Ehlers, Inc., and J. A. McMillan of the Kroger Co., representing U. S. coffee importers and distributors; and William Golub, president of Central Markets, Inc., representing the retail trade.



Two years of sales outstripping production prove Steepolator coffee bags, like tea bags, here to stay

Just a little over a year ago, Steepolator individual-cup Coffee Bag packaging in vacuum sealed jars for private label use was announced to coffee roasters throughout the United States. For about a year prior to that announcement, Steepolator Bags under various brand names had been marketed in New England.

During the two years these one-cup coffee bags have been on the market, their sales increased so fast that continually expanding production at the Steepolator factory was unable to supply even the repeat order demand. As a result, Modern Coffees, Inc., distributors of Steepolator Bags, had to limit each of its customers to a maximum repeat order of one carload at a time of vacuum packed coffee bags, and for the first six months of 1951, had to refuse to accept any new customers.

Consumer Features or

Steepolator Coffee Bags

These one-cup bags, containing only 100% pure ground



*Coffee Bags eliminate wasteful measuring,
messy grounds and multiple-piece pot washing*

coffee and used like tea bags, have emancipated the housewife from wasteful, time-consuming coffee measuring, disposal of loose, messy coffee grounds, multiple-piece pot washing, and the too frequent waste of the unused extra cup or two in the pot.

Steepolator Coffee Bags offer the only way in which 154 grains of coffee (i.e., approximately 1/3rd of an ounce, or 45 cups to the pound) can be packed into such a small bag. This much coffee in the bag insures a rich, full bodied cup of coffee with real pot brewed flavor and aroma. (Note: Larger or smaller amounts of coffee can be packed in the

bags on Steepolator's patented machinery, but over 50 cups per pound—i.e., 50 bags—is not recommended for most coffee blends for reasons obvious to the coffee industry.)

Because of the lack of waste in coffee brewed the quick, convenient Steepolator way, the cost to the consumer per cup is generally no greater—and frequently less—than the cost of coffee brewed in conventional coffee pots.

Expansion Permits New Customers

The installation of additional packaging machinery at the Steepolator factory in July, and the ability now to manufacture this machinery at a faster rate, enables Modern Coffees at this time to start private label packing for a limited number of new customers.

Now Your Coffee Profit's

In The Steepolator Bag

Your coffee packed in Steepolator Bags will give you a much higher profit per pound than when marketed in conventional pound tins, bags, etc. 7.04 ounces of coffee makes twenty 154-grain Steepolator Bags, the standard Steepolator jar pack.

Remember, the American public — trained on tea bags — now wants the same convenient method

for brewing coffee with real pot brewed flavor and aroma. This has been proven for over two years by the demand for the brands packed in Steepolator Bags now on the market.

Remember the history of tea bags and write today for information on how your brand, too, can be packed the Steepolator way, because Steepolator Coffee Bags are here to stay.

Modern Coffees, Inc.

123 Newbury Street, Boston, Massachusetts

(Adv.)

COFFEE & TEA INDUSTRIES and The Flavor Field

Premiums

Camera offer boosts Wilkins Coffee sales in Washington

The John H. Wilkins Co., Washington, D. C., has promoted its coffee with the offer of an Encore Camera for \$1.00 and the strip from a can of Wilkins Coffee.

The Encore camera is a unique photography idea. The camera is loaded with a 12-picture roll of film. When the customer finishes taking the snapshots, he mails the entire camera film and all, to the supplier, who develops and prints the pictures.

In the bottom of the camera is a slot where one dollar is to be inserted for a new film-loaded Encore camera.

Six cents postage is fixed to a label on the bottom of the camera, which is mailed as is, with no wrapping.

Kroger promotes Hot-Dated Coffee with self-liquidating knife offer

The Kroger Co. has used newspaper advertisements to promote sales of its Hot-Dated Coffee by means of a self-liquidating premium offer.

A set of four serrated steak knives

said to be worth \$2.00 was offered for \$1.00 and the end of a Kroger Hot-Dated Coffee bag.

Antrim packs tea in glass tumbler

A premium in the most direct form is used by C. W. Antrim & Sons, Richmond, Va.

Antrim packs one-quarter pound of tea, for sale to housewives, in re-usable glass tumblers.

Tender Leaf Tea bags boosted by iced tea spoon promotion

To promote sales of Tender Leaf Tea bags, Standard Brands offered four silver-plated iced tea spoons for 30 cents and a boxtop from a package of the tea.

A novel touch was support for the premium offer printed on one of the tea bag envelopes in each box.

Another Tender Leaf premium offer called for six tumblers in return for \$1.00 and a boxtop.

Lipton uses cleaverette premium

Lipton Tea has been promoted with the widely-advertised offer of a cleaverette in return for 35 cents and a boxtop from a package of the tea.

Out of the Grinder

Dunno where they get it. Hy Gardner, in his Early Bird on Broadway column, gave out with this gem: "Brazil has such a coffee surplus it is using java beans to make doorknobs." Sounds like H.G. stumbled across a fresh piece of news... left over from a decade or two ago.

Farm and Ranch-Southern Agriculturist offers a report on a survey of coffee drinking habits and preferences of a sample of its subscribers. Data include usage, brand preferences for the South as a whole and by areas, frequency of purchase and size and type of package purchased, preferences in utensils used for coffee preparation and percentage of families serving coffee.

English coffee men, to their credit, are not loathe to pick up a good idea when they see one.

A Standard coffee measure has been turned out by the Coffee Buyers' Association, London. Its capacity is slightly smaller than the NCA standard, in keeping with the English recommendation of one and a half ounces of coffee to the pint.

The association is sending out the measures in cartons of three dozen, packed in cellophane. In each carton is included an explanatory leaflet for the retailer and a simple but attractive display flag. The measures retail at 6d. each.

So far, only 50,000 have been produced, reports B. W. Malkin, honorary secretary

of the Coffee Buyers' Association, and only in one color. The quantity is largely by way of an experiment, explains Mr. Malkin, but the experiment seems to be succeeding. The measures are finding a good demand.

Edmund Powell, co-owner of the Acme Catering Co., Kenosha, Wisconsin, thought he had made a good deal when he agreed to purchase 7,200 pounds of high grade coffee from a man. He brewed a pot of it, found it excellent and then jumped at a chance to buy the lot at 70 cents a pound.

Only a few hours after it was stored in a company warehouse, Mr. Powell learned from a newspaper that a load of coffee valued at \$9,000 had been hijacked in Chicago earlier in the week.

Mr. Powell notified police about his purchase. FBI agents and local police confirmed his suspicions that the \$5,040 deal involved hotter coffee than the catering service wanted to handle.

Officials are looking for the salesman.

Agitation for political changes are reported among the coffee-growing Chagga tribe, one of Tanganyika's most advanced and wealthy tribes, according to the Coffee Trade News, London. A group of tribesmen have engaged a well-known Scottish lawyer from Dar-es Salaam to advise them on how best to achieve their aims—that the Chagga should be united under one paramount chief elected by the whole tribe, and that members of the Chagga Council should be elected by the people.

This year the Chagga tribe will have a record income from their coffee crop.

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The Marking Pencil that writes on EVERYTHING!

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STORY 1,000 TIMES A DAY!



The "Pencil that writes on EVERYTHING"...either regular or de luxe style...is the outstanding advertising specialty of today!

IMPRINTED with your message, there isn't anything you could give out to advertise your firm that will be used so often by so many people! Every grocer, druggist, hardware dealer, stationer, shoe merchant; in fact, every retailer, welcomes LISTO. For it makes clear, strong marks on metal, glass, wood, plastics, oilcloth, cardboard, linoleum, cellophane, frozen food packages, rubber, etc.

LISTO MARKING PENCIL

This is the regular LISTO, with extra heavy leads that don't break... patented "Grip Type Sleeve" that holds lead firmly so it won't fall out! World's most popular marking pencil!

LISTO DE LUXE PENCIL

Same as regular style but with metal tips.

EXTRA-HEAVY LEADS THAT DON'T BREAK in many colors Write for sample and prices



LISTO PENCIL CORPORATION
Alameda, California

Marketing

advertising . . . merchandising . . . promotion

Powerful coffee promotion readied by PACB on "Real American Breakfast"

Plans for an exceptionally powerful coffee promotion featuring the "Real American Breakfast," reported in this corner last month, have been readied by the Pan-American Coffee Bureau. The Bureau is co-sponsoring this breakfast promotion during the month of October in association with three of America's best-known foods—Aunt Jemima Pancakes, Log Cabin Syrup and Swift's Premium Bacon.

The related-items promotion will be backed by an intensive schedule of full-color advertising in nine leading national magazines plus three Sunday newspaper supplements distributed in 80 major markets throughout the United States, reaching a total of 51 million consumers during the month of October.

In addition, three radio shows and two TV shows will feature the "Real American Breakfast."

A full scale publicity campaign, coordinated with the "Real American Breakfast" advertising, will be carried out by the Pan-American Coffee Bureau in cooperation with the three other participating companies. This will include spe-

cial food features in newspapers, magazines, television and radio.

"The Real American Breakfast" is said to be the biggest food promotion idea ever presented to the American public. It will be backed up with store displays put up by 4,200 salesmen representing the food companies. Accordingly, retail outlets provide a fine opportunity for roasters who want to get their coffee prominently displayed with related breakfast items.

To make the "Real American Breakfast" promotion go to work in grocery stores for the roaster's brand of coffee, the Pan-American Coffee Bureau is providing at half-cost to roasters a 15 by 3½ inch full-color tuck-in card with space for prominent imprint of the coffee brand name. Roasters who supply their salesmen with these individualized cards for use on coffee shelves, in window displays or on mass floor displays, provide a means of making their coffee the brand featured with the "Real American Breakfast."

Display-minded roasters will be encouraged by an unusual feature of the promotion. They will have their way smoothed in getting retail stores to put up coffee displays because 102 prizes will be given by the sponsors of the promotion to store personnel who do the best store promotion on the "Real American Breakfast." Folders describing the contest are available from the Pan-American Coffee Bureau to roasters who wish to distribute them to their grocery accounts.

As for grocers who use newspapers or handbills, mats featuring the "Real American Breakfast" will be available from the Pan-American Coffee Bureau for roasters to offer to these advertising grocers.

The large poster reported here last month is available only from the cooperating food companies, not from the Pan-



SPOT AND SHIPMENT

GREEN COFFEES



A Matter of Good Taste

. . . Our "CUP SELECTIONS"

R. C. WILHELM & CO.
INCORPORATED

109 FRONT STREET, NEW YORK 5

Try our special Real American Breakfast



JUICE • PANCAKES • SYRUP • BACON • AND COFFEE

Menu tip-on, three by two inches, for restaurant use.

American Coffee Bureau.

In the restaurant field the Pan-American Coffee Bureau is running full page ads in the leading trade magazines, stressing the profit advantages to those restaurants featuring a "Real American Breakfast"—coffee, pancakes, syrup and bacon.

Breakfast time is a slow period with many restaurants so by featuring the "Real American Breakfast" promotion, the restaurant operator has an opportunity to increase his breakfast business without increasing his overhead.

Window streamers for restaurant use and menu tip-ons which can be used as table tents are provided at half-cost by the Pan-American Coffee Bureau for roasters to offer as a service to their restaurant customers.

Steepolator Coffee Bags and Woolson Spice file suit against Cup Brew patent owner

A suit against the Koffy-Pak Corp., Chicago, has been filed by Modern Coffees, Inc., Boston, distributors of Steepolator Coffee Bags, and one of their major customers, The Woolson Spice Company, Inc., Toledo, as joint plaintiffs.

The Koffy-Pak Corp. is the owner of the patent on Cup Brew coffee bags which was assigned for re-licensing rights to the Cup Brew Coffee Bag Co., Denver. A complaint for declaratory judgement has been entered in Chicago in the U. S. District Court for the northern district of Illinois.

According to Modern Coffees, certain of their Steepolator Coffee Bag customers have been approached by representatives of the Cup Brew Coffee Bag Co., who verbally or in writing stated that the Steepolator Bag was an infringement upon the Cup Brew patent. In asking for a declaratory judgement against the Cup Brew patent, the plaintiffs state, among other points, that there can be no such alleged infringement by Steepolator Coffee Bags because the patent on the Cup Brew is not valid.

The Woolson Spice Co., one of the largest packers of coffee for private label in the United States, packs Steepolator Coffee Bags for I. G. A., Clover Farm, Red & White, and other major cooperative grocery groups. They were the recipient of a letter from the Cup Brew Coffee Bag Co. implying liability upon their part for selling Steepolator Coffee Bags, it is alleged.

Steepolator Coffee Bags—used like tea bags—are the original one-cup coffee bags containing 100 per cent pure ground coffee, Modern Coffees, Inc., declares.

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INC to replace DEC in Brazil as government's coffee organization

By **WELDON H. EMIGH**, *President
Weldon H. Emigh Co., Inc.
San Francisco*

My recent visit to Brazil permitted a stay of about five weeks there, which time was most enjoyable, and the hospitality of our Brazil friends is certainly very impressive. The following observations on my part are of course given with the added note that, in such a short time, it was difficult to form any ironclad opinion.

Brazil, in its plan to stabilize coffee prices, is creating a new government organization to be called the National Coffee Institute, more commonly referred to as INC. This organization will supplement and replace DEC, previously established for handling coffee operations there.

The text of President Vargas' message to Congress for the establishment of INC covers a wide range of provisions which are much too involved to enumerate. However, the



general thought behind this new organization boils down to nothing more than stabilizing present protective measures for the article.

For one thing, I'm sure that INC will operate on a much more logical basis than DEC. The latter endeavored to control export sales prices at figures far above existing sales levels here in the States, and the net result was certainly anything but satisfactory. We are, in my opinion, still in a difficult situation, where producing countries are endeavoring to sustain prices, and, on the other hand, the attitude of consumers here in the States toward present prices is definitely unresponsive. The resulting disparity makes for a highly nervous and sensitive market situation.

Attempting to estimate a crop in any coffee producing country is a very difficult if not impossible job, as obviously no individual can count the number of trees or the beans on the trees. However, judging from my own observations and my discussions with people there, I would estimate that the present exportable new crop from Brazil will amount to about 15,000,000 bags.

Parana probably will have about 3,000,000 bags. This figure is larger than most other estimates, however, I still feel that they will reach that amount. The State of Sao Paulo is having difficulty reaching their estimated 6,000,000 bags due to a reduced out-turn from their pickings.

The older producing areas in the State of Sao Paulo are dropping in production each year. This is regrettable, as most of these areas produce coffees which rank among the finest in Brazil. The State of Parana is moving ahead as a factor in the supply of Brazilian coffees at a remarkable rate, and my personal guess would be that, in not too many years, we will see Parana surpassing Sao Paulo as a production

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state. The quality of Parana coffee shows a steady improvement from year to year.

A good amount of Sao Paulo coffees continues to find its way out through the port of Rio. The savings resulting from speedier transit time are passed along to buyers in the form of lower prices. The discrepancy in price applying to shipments via Rio as compared to via Santos is a problem to many Santos firms, and, while I was there, I heard rumors that additional taxes might be applied to shipments via Rio, equalizing prices from the two ports. To date, I have heard nothing further on this matter.

Brazil is apparently enjoying a healthy financial situation, much of which is probably accountable to green coffee prices for the past two years which have permitted a great many dollars to find their way into all channels there. The added revenue derived from higher coffee prices is being spent in a very sensible and permanent way, such as in the expansion of building throughout Brazil, especially highway systems and other modernizations and improvements.

To visit the City of Sao Paulo and see the tremendous strides made there in the way of new sky-scrapers, and such, is to realize that our good neighbors to the south are giving us a very close race in the matter of developing and maintaining modern large cities.

Brazil's 1951-52 exportable coffee crop is officially estimated at 14,800,000 bags

Brazil's exportable coffee crop for 1951-52 is officially estimated at 14,800,000 bags.

This is the figure announced by the Divisao de Economia Cafeira, after all allowances for home consumption.

DEC said that coffee production in Sao Paulo had fallen off about 15 per cent, chiefly in the older zones, while Espirito Santo output was also down about ten per cent, as a result of "broca" damage.

Coffee Roundtable: A roundtable of coffee leaders in Brazil, representing farming, commerce and government in all the producing states, was held recently at the headquarters of the Sociedade Rural Brasileira, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries, formerly The Spice Mill.

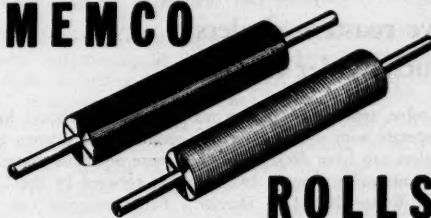
The roundtable called for:

1. An official policy of permanent coffee defense, in the national interest.
2. Completing of the federal government's coffee policy by an "effective" defense of minimum coffee prices established for sales to the exterior.
3. The convoking of the Council Assembly of DNC, in line with Article 9 of Decree 9410 of July 28th, 1946, to authorize application of the funds of that body to coffee defense.
4. Encouragement of coffee exportation to Europe and other markets, through agreements and exchange facilities.
5. Extensive coffee propaganda in the exterior, mainly in Europe, to expand exports.

Initiative for the holding of the roundtable came from the Sociedade Rural Brasileira, the Federacao das Associacoes Rurais do Estado de Sao Paulo, and the Associacao Comercial de Santos.

SEPTEMBER, 1951

MEMCO



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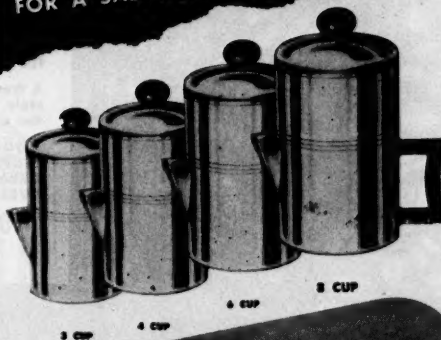
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Claims Cup Brew Bags, give roasters, dealers much wider margins

Coffee, traditionally a low margin product, doesn't have to operate with such scant elbow room. Both roasters and retailers can have decidedly fuller, more equitable margins. This intriguing thought has been put forward by the Cup Brew Coffee Bag Co., Denver. Better margins can be achieved, this company says, with its individual coffee bags.

Cup Brew Coffee Bags are made of an inert, non-woven, highly porous patented cellulose fabric. Each bag contains the correct amount of ground, genuine coffee to make one cup. The beverage is brewed right in the cup.

Roasters in the Midwest, Mountain States and West Coast areas have introduced Cup Brew Coffee Bags to their customers with outstanding success, according to reports.

The Denver firm, licensing agency for the bags, lays its success to three dovetailing factors: 1. Effective, dramatic merchandising; 2. hard-hitting, hard-selling advertising; 3. a good product "that makes the best cup of coffee the consumer ever tasted."

From a merchandising standpoint, Cup Brew Coffee Bags are the product of the individual roaster who packages them. The Cup Brew Coffee Bag Co. has established a policy of "a coffee product for the coffee industry." The packaging is done in the roaster's own plant, under his careful supervision. The product is identified by a familiar brand name and label, is distributed through the roasters' established channels, and is sold to the consumer with the reputation

and integrity of an accredited firm making a good product.

Techniques of merchandising these bags have varied from market to market.

Huge floor displays are currently being promoted in Kansas City by Certified Brands, Inc., packers of Golden Wedding Coffee in Cup Brew Coffee Bags. As an added incentive for carload buying, Golden Wedding is giving a TV set for sales promotion.

Grocers in the Rocky Mountain region are displaying Spray's Cup Brew Coffee Bags directly from check stands and shopping carts.

In the large metropolitan areas of Chicago and Los Angeles, Waycup Coffee in Cup Brew Coffee Bags are being presented as prizes to participants on local and national radio and TV programs. Waycup packs the bags in re-use refrigerator jars, as an added merchandising feature.

Full page ads, daily radio programs, coupon deals—all are producing phenomenal results in market after market.

In every case, the merchandising program has been supported by a well planned advertising campaign employing all media. Outstanding free publicity has been coordinated with the campaign introduction in all market areas. Radio and newspaper food editors and home economists have been quick to see the advantages of a product which can make a good cup of real coffee and reduce the housewife's effort and bother. It is also being publicized voluntarily from mouth-to-mouth.

Planning and execution of all merchandising, advertising and selling is controlled solely by the coffee roasters and their advertising agencies. Realizing that an already working team with experienced knowledge of the market can do the job best, the Cup Brew Coffee Bag Co. believes a policy of

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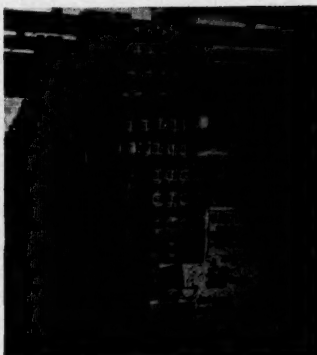
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Typical of the hard-hitting merchandising being done by licensees of Cup Brew Coffee Bags is this carload floor display of Golden Wedding Coffee in The Hanchouse, Kansas City supermarket. Note the TV set give-away tie-in.



voluntary assistance is most effective and most efficient. The entire service organization of Cup Brew—management, sales, production and advertising—is available to the licensing roaster for consultation and for information about campaigns in other markets.

It is this practice of packaging in the roaster's own plant, using the container of his own choosing, merchandising and advertising under his own supervision, and selling in his established trading area, that has created a harmonious relationship between the roasters and the Cup Brew organization.

Indian Coffee Board issues tenth annual report

Continued progress in developing the domestic and foreign markets for India's coffee is reviewed in the tenth annual report of the Indian Coffee Board.

Southern coffee roasters weigh price controls, sales, at annual fall meeting

The Southern Coffee Roasters' Association is holding its annual fall meeting at the Tutwiler Hotel, Birmingham, Alabama, according to John R. Pepper, of The Goyer Coffee Co., Memphis, president of the organization.

Hosts to the convention are the Donovan Coffee Co. and the Batterton Coffee Co. A good attendance is expected, especially from the state of Alabama and adjacent states, Mr. Pepper said.

The meeting is the first SCRA get-together in Alabama since the association was organized two years ago.

An all-day event, the meeting has two sessions, the morning devoted to consideration of price ceiling regulations, the afternoon to sales and advertising problems.

Army cuts coffee quota to G. I.'s in Germany to stop black markets

The United States Army has decided to cut its coffee ration for American soldiers in a major blow against black-marketing, according to a U. P. report from Heidelberg, Germany.

The European Command Headquarters announced that the Army Post Exchange quota would be two pounds a month instead of four, starting October 1st.

However, those with families who are entitled to Army quartermaster commissary privileges will still get a fairly lavish ration—seven pounds a month for every member of the family over 16 years old.

Coffee brings 8.50 marks—about \$2—a pound in the illegal market, or more than twice what it costs in the post exchanges and commissaries.

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Says new coffee curing process can greatly improve low grade Rio's

By the use of a new coffee curing process, it is now possible to raise the quality of much of the low-grade coffee produced in Rio de Janeiro and elsewhere to equal the superior mild coffee produced in Central America, according to scientific representatives of a United States food distributing corporation, it is reported by Foreign Crops and Markets.

(A paper on this process was presented at the recent convention of the Institute of Food Technologists in New York City by W. R. Johnston and H. E. Foote, of The Fleischmann Laboratories, Standard Brands, Inc. Coffee & Tea Industries, formerly The Spice Mill, has arranged for publication of a fully detailed article on this development in an early issue.—Ed.)

The new process was developed by the corporation as the result of five years of intensive research in Brazil, Haiti, and Costa Rica, according to Foreign Crops and Markets. Dr. Foote, who conducted the research in Brazil, concluded that the principal factor affecting the quality of pulped coffee is the amount of time which elapses between the picking of the coffee cherries and their dehydration to a moisture content of 10 to 12 per cent.

To reduce the time required for curing, scientists made use of pectic enzymes produced from molds to hasten the fermentation process which digests the coffee cherry mucilage.

A concentration of one part of this enzyme to 4,000 parts of pulped coffee will insure completion of fermentation in from five to ten hours, a substantial reduction from the 24 to 48 hours required for spontaneous fermentation.

The entire new process in its preferred form comprises: (1) mechanical removal of the skin and part of the pulp of the coffee cherries to yield "pulped beans"; (2) pectic enzyme digestion at ambient temperature of the residual mucilaginous layer coating the pulped beans; (3) washing of the pulped beans to remove the digested mucilage; (4) mechanical drying in four to six hours of the digested and washed pulped beans (beans in clean parchment); and (5) hulling and grading by accepted methods.

This rapid curing means that the coffee cherries may be picked one day and appear as finished dry green coffee the next day with no chance for deterioration while wet. The enzyme digestion is carried on during the night.

Advantages of method

The chief advantages of the enzyme digestion are: (1) it is rapid, thus lowering capital costs for tanks and other coffee handling apparatus; (2) because it is rapid, it avoids deterioration and raises the average quality of the coffee produced; (3) it furnishes a means for the positive control of coffee quality and every lot is certain to be of the highest possible grade; (4) it also raises the quality of marginal grades, i.e., the coffee produced from green or overripe cherries, some of which are always present, and a higher portion of the total crop may thus be marketed as top quality coffee and a smaller portion as inferior low-priced grades; (5) the process is economically sound, the increased market value of the crop much more than covering the cost of the enzyme and its application; and (6) scheduling of

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all operations is easier because of the known time requirements for the digestion step.

The enzyme has been patented and is being placed on the market this year in Brazil and in other coffee-producing countries. As last year, the production of pulped coffee in Brazil amounted to less than 35,000 bags out of a total of more than 16,000,000 bags produced for shipment to ports, the enzyme is not expected to find a large initial outlet in Brazil, Foreign Crops and Markets comments. The



J. A. Stuhmer



Francis M. Kurtz

Kurtz named board chairman, Buxton president of American Coffee; Stuhmer heads A&P Coffee

The American Coffee Corp. has announced the election of Francis M. Kurtz as chairman of the board and Frank W. Buxton as president. J. A. Stuhmer has been elected president of the A&P Coffee Division.



Frank W. Buxton

assistant to the president. He became vice president in 1939.

Mr. Kurtz is a former president of the Colombian American Chamber of Commerce and the American Brazilian Association.

The newly elected president of the American Coffee Corp., Frank W. Buxton, has been with The Great Atlantic & Pacific Tea Co. for 26 years, the last 20 of them in the coffee department. He was elected first vice president of the American Coffee Corp. and the A&P Coffee Division in November, 1946.

He has been a director of the National Coffee Association since 1936 and was a member of the Joint Coffee Promotion Committee for 12 years.

Mr. Stuhmer first came to A&P in the Cleveland territory in 1929. He then went to the central division headquarters, at Pittsburgh, in charge of the merchandising of A&P coffee. He came to New York in 1937 and became vice president of the A&P Coffee Division in 1946.

SEPTEMBER, 1951

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*Depending upon volume and number of colors desired, Lith-O-Ware Savings Bank cost around 3¢ each. Minimum quantity, 25,000.



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Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

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MATADI:
Nieuwe Afrikaansche Handels Vennootschap



Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brookbank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPar—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherlands Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Sivan—Sivachan Shipping Co.
Sved-Am—Swedish American Line
UFruit—United Fruit Co.
Wit Cst—West Coast Line, Inc.
West-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
GJ—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampson Roads
Jk—Jacksonville
La—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nj—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
9/13	Gunners Knot	Grace	LA9/24 SF9/27 Se10/3
9/17	San Benito	UFruit	Cristobal 7/20
9/23	Telde	UFruit	Cristobal 9/26
9/30	Choluteca	UFruit	Cristobal 10/3
10/4	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/23
11/2	Csti Aventurer	Grace	LA11/13 SF11/16 Se11/21
11/21	Csti Nomad	Grace	LA12/2 SF12/5 Se12/10
ACAPULCO			
9/23	Csti Aventurer	Grace	Cristobal 9/9
10/10	Csti Nomad	Grace	Cristobal 10/24
10/20	Gunners Knot	Grace	Cristobal 11/3
AMAPALA			
9/10	Gunners Knot	Grace	LA9/24 SF9/27 Se10/3
9/18	Telde	UFruit	Cristobal 9/26
9/25	Choluteca	UFruit	Cristobal 10/3
9/28	Csti Aventurer	Grace	Cristobal 10/7
10/1	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/23
10/15	Csti Nomad	Grace	Cristobal 10/24
10/25	Gunners Knot	Grace	Cristobal 11/3
10/30	Csti Aventurer	Grace	LA11/13 SF11/16 Se11/21
11/18	Csti Nomad	Grace	LA12/2 SF12/5 Se12/10
BARRANQUILLA			
9/10	Cape Cod	UFruit	NY9/22
9/13	Mayari	UFruit	NO9/24
9/14	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/23
9/17	Cape Ann	UFruit	NY9/30
9/24	Cape Avon	UFruit	NY10/6
9/27	Manaque	UFruit	NO10/8
10/1	Cape Cod	UFruit	NY10/14
10/8	Cape Cod	UFruit	NY10/20
10/10	Flador Knot	UFruit	NO10/22
10/13	Csti Aventurer	Grace	LA11/13 SF11/16 Se11/21
11/1	Csti Nomad	Grace	LA12/2 SF12/5 Se12/10

SAILS	SHIP	LINE	DUE
BARRIOS			
9/12	Alfa	UFruit	NY9/19
9/24	Byfjord	UFruit	NY10/1
9/26	Matsura	UFruit	NO10/1 NO10/4
10/3	Marna	UFruit	NY10/10
10/7	Inger Skau	UFruit	NO10/12 NO10/16
10/8	Adm. Fraser	UFruit	NY10/15

BUENAVENTURA

9/16	Luisa	Grace	Chsn9/22 NY9/24
9/18	Wyoming	French	LA10/3 SF10/7 Va10/11 Se10/15 Po10/20
9/20	Shipper	Gulf	NO10/3 NO10/6
9/21	Elisa	Grace	NY9/28
9/21	Juana	Grace	LA9/30 SF10/2 Se10/9
9/23	Maria	Grace	NY10/1
9/27	Flavia	Grace	LA10/2 SF10/7 Se10/16
9/28	La Coultre	Independence	LA10/12 SF10/15 Po10/20 Se10/22 Va10/23
9/30	Barbara	Grace	Chsn10/6 NY10/8
10/7	Cecilia	Grace	Chsn10/13 NY10/15
10/16	Adela	Grace	LA10/25 SF10/27 Se11/3

CARTAGENA

9/11	Mayari	UFruit	NO9/24
9/18	Cape Ann	UFruit	NY9/30
9/25	Manaque	UFruit	NO10/8
10/2	Cape Cod	UFruit	NY10/14
10/7	Flador Knot	UFruit	NO10/22

CHAMPERICO

9/16	Gunners Knot	Grace	LA9/24 SF9/17 Se10/3
10/7	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/23
11/5	Csti Aventurer	Grace	LA11/13 SF11/16 Se11/21
11/24	Csti Nomad	Grace	LA12/2 SF12/5 Se12/10

CORINTO

9/11	La Hve	Independence	LA9/21 SF9/24 Po9/29 Se10/2 Va10/3
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SAILS	SHIP	LINE	DUE
9/12	San Benito	UFruit	Cristobal 9/20
9/16	Telde	UFruit	Cristobal 9/26
9/24	Choluteca	UFruit	Cristobal 10/3
9/30	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/23
10/1	Cstl Avitur	Grace	Cristobal 10/7
10/2	Nereide	Italian	LA10/12 SF10/15 Po10/20 Se10/22 Va10/23
10/18	Cstl Nomad	Grace	Cristobal 10/24
10/28	Gunnars Knot	Grace	Cristobal 10/30
10/29	Cstl Avitur	Grace	LA11/13 SF11/18 Se11/21
11/17	Cstl Nomad	Grace	LA12/2 SF12/5 Se12/10

CRISTOBAL

9/10	Cape Cbrind	UFruit	NY9/16
9/16	Cape Cod	UFruit	NY9/22
9/16	Mayari	UFruit	NO9/24
9/24	Cape Ann	UFruit	NY9/30
9/30	Cape Avinof	UFruit	NY10/6
9/30	Manawai	UFruit	NO10/8
10/8	Cape Cbrind	UFruit	NY10/14
10/13	Fiador Knot	UFruit	NO10/22
10/14	Cape Cod	UFruit	NY10/20

DAR es SALAAM

9/15	Afr Lightng	Farrell	NY10/11
10/23	Afr Rainbow	Farrell	NY11/18
10/28	Afr Grove	Farrell	NY11/24

EL SALVADOR

9/13	La Heve	Independence	LA9/21 SF9/24 Po9/29 Se10/2 Va10/3
9/22	Wyoming	French	LA10/3 SF10/7 Va10/11 Se10/15 Po10/15
10/4	La Coubre	Independence	LA10/12 SF10/15 Po10/20 Se10/22 Va10/23
10/5	Nereide	Italian	LA10/15 SF10/18 Va10/24 Se10/28 Po10/31
10/14	Winnipeg	French	LA10/25 SF10/29 Va11/2 Se11/6 Po11/10

GUATEMALA

9/10	Chili	French	LA9/16 SF9/20 Va9/25 Se9/29 Po10/3
9/14	La Heve	Independence	LA9/21 SF9/24 Po9/29 Se10/2 Va10/3
9/27	Wyoming	French	LA10/3 SF10/7 Va10/11 Se10/15 Po10/20
10/5	La Coubre	Independence	LA10/12 SF10/15 Po10/20 Se10/22 Va10/23
10/7	Nereide	Italian	LA10/15 SF10/18 Va10/24 Se10/28 Po10/31
10/19	Winnipeg	French	LA10/25 SF10/29 Va11/2 Se11/6 Po11/10

SAILS	SHIP	LINE	DUE
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GUAYAQUIL

9/23	Flavia	Grace	LA10/2 SF10/7 Se10/16
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LA LIBERTAD

9/13	Gunnars Knot	Grace	LA9/24 SF9/27 Se10/3
9/16	San Benito	UFruit	Cristobal 9/20
9/22	Telde	UFruit	Cristobal 9/26
9/27	Cstl Avitur	Grace	Cristobal 10/7
9/29	Choluteca	UFruit	Cristobal 10/3
10/4	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/23
10/14	Cstl Nomad	Grace	Cristobal 10/24
10/24	Gunnars Knot	Grace	Cristobal 11/3
11/2	Cstl Avitur	Grace	LA11/13 SF11/16 Se11/21
11/21	Cstl Nomad	Grace	LA12/2 SF12/5 Se12/10

LA UNION

9/11	Gunnars Knot	Grace	LA9/24 SF9/27 Se10/3
9/16	San Benito	UFruit	Cristobal 9/20
9/22	Telde	UFruit	Cristobal 9/26
9/27	Choluteca	UFruit	Cristobal 10/3
9/29	Cstl Avitur	Grace	Cristobal 10/7
10/2	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/23
10/16	Cstl Nomad	Grace	Cristobal 10/24
10/26	Gunnars Knot	Grace	Cristobal 11/3
10/31	Cstl Avitur	Grace	LA11/13 SF11/16 Se11/21
11/19	Cstl Nomad	Grace	LA12/2 SF12/5 Se12/10

LOBITO

9/24	Del Oro	Delta	NO10/20
9/25	Tatra	Am-W Afr	NY10/31
10/7	Afr Pilgrim	Farrell	NY11/5
10/27	Fernglen	Am-W Afr	NY11/30
11/4	Afr Dawn	Farrell	NY12/17

LUANDA

9/12	Afr Glade	Farrell	NY10/8
9/22	Del Oro	Delta	NO10/20
9/23	Tatra	Am-W Afr	NY10/31
10/10	Afr Pilgrim	Farrell	NY11/5
10/25	Fernglen	Am-W Afr	NY11/30
11/7	Afr Dawn	Farrell	NY12/17

SOME LIKE IT HOT ... SOME LIKE IT COLD ...

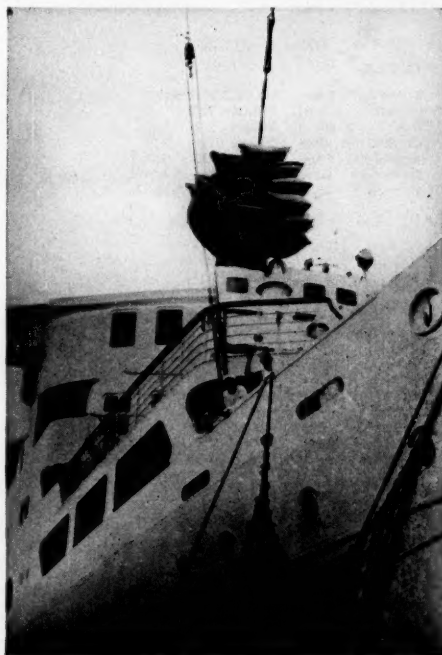
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SAILS SHIP LINE DUE

MARACAIBO

9/11	Monica	Grace	NY9/18
9/16	Clara	Grace	NY9/24
9/25	Sofia	Grace	NY10/2
9/30	Monica	Grace	NY10/8
10/9	Clara	Grace	NY10/16

MATADI

9/17	Roseville	Am-W Afr	NY11/15
9/20	Del Oro	Delta	N010/20
9/21	Tatra	Am-W Afr	NY10/31
10/4	Afr Pilgrim	Farrell	NY11/5
10/17	Taurus	Am-W Afr	NY11/15
10/23	Fernglan	Am-W Afr	NY11/30
11/1	Afr Dawn	Farrell	NY12/17

MOMBASA

9/10	Afr Lightng	Farrell	NY10/11
9/24	Tuxford	Robin	NY11/8
10/14	Goodfellow	Robin	NY11/28
10/18	Afr Rainbow	Farrell	NY11/18
10/23	Afr Grove	Farrell	NY11/24

PARAMARIBO

9/16	A steamer	Alcoa	NY10/1
10/7	A steamer	Alcoa	NY10/22
10/28	A steamer	Alcoa	NY11/12

PARANAGUA

9/11	Grenanger	Wes-Lar	LA10/10 SF10/13 Po10/18 Se10/20 Val10/21
9/17	Mormacow	Mormac	Ba10/6 Pa10/8 NY10/10
9/18	Del Monte	Delta	N010/11 Ho10/16
9/18	Alphacca	Hol-Int	NY10/6 Ba10/14 HR10/17 Ba10/19 Pa10/21
9/19	Bardaland	Brodin	Ba10/7 NY10/9 Bo10/11 Pa10/13
9/19	Peter Jebben	Nopal	N010/9 Ho10/12
9/26	Falkanger	Wes-Lar	LA10/24 SF10/27 Po11/2 Se11/4 Val1/5
9/26	Mormacove	Mormac	Jx10/14 NY10/18 Bo10/21 Pa10/23 Ba10/24
10/4	Del Valle	Delta	N010/27 Ho11/1
10/9	Aagtedyk	Hol-Int	NY10/27 Bo11/1 HR11/4 Ba11/6 Pa11/8
10/22	Siranger	Wes-Lar	LA11/23 SF11/25 Po11/30 Se12/2 Val2/3

PORT SWETTENHAM

9/20	Gertrude Msk	Maersk	NY11/3
9/23	Fernland	Barb-Frn	USA11/2
10/5	Almeria	Lykes	Gulf11/5
10/9	Fernsea	Barb-Frn	USA11/14
10/23	Bronxville	Barb-Frn	USA11/28
10/25	Arnold Msk	Maersk	NY12/8
11/9	Pleasantville	Barb-Frn	USA12/15

PUNTARENUS

9/10	La Heve	Independence	LA9/21 SF9/24 Po9/29 Se10/2 Val10/3
9/14	Telfe	UFruit	
9/21	Choluteca	UFruit	Cristobal 10/3
9/28	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/23
10/1	La Coulbre	Independence	LA10/12 SF10/15 Po10/20 Se10/22 Val10/23
10/2	Nevilde	Italian	LA10/15 SF10/18 Val10/24 Se10/28 Po10/31
10/3	Cstl Avnturer	Grace	Cristobal 10/7
10/20	Cstl Nomad	Grace	Cristobal 10/24
10/27	Cstl Avnturer	Grace	LA11/13 SF11/16 Se11/21
10/30	Gummers Knot	Grace	Cristobal 11/3
11/15	Cstl Nomad	Grace	LA12/2 SF12/5 Se12/10

RIO de JANEIRO

9/13	Del Murdo	Delta	N09/30 Ho10/5
9/14	Mormacise	Mormac	B39/27 NY9/29 Pa10/2 Ba10/4
9/17	Grenanger	Wes-Lar	LA10/10 SF10/13 Po10/18 Se10/20 Val10/21
9/19	Del Mar	Delta	N010/3
9/19	Brazil	Mormac	NY10/1
9/20	Fletero	Dodero	NY10/7 Bo10/10 Pa10/12 Ba10/13 NY10/14
9/22	Bardaland	Brodin	Ba10/7 NY10/9 Bo10/11 Pa10/13
9/23	Peter Jebben	Nopal	N010/9 Ho10/12
9/24	Del Monte	Delta	N010/11 Ho10/16
9/26	Del Aires	Delta	N010/10
9/30	Falkanger	Wes-Lar	LA10/24 SF10/27 Po11/2 Se11/4 Val1/5
10/2	Mormacove	Mormac	Jx10/14 NY10/18 Bo10/21 Pa10/23 Ba10/24
10/3	Del Norte	Delta	N010/17
10/11	Del Valle	Delta	N010/27 Ho11/1
10/17	Del Sud	Delta	N010/31
10/31	Siranger	Wes-Lar	LA11/23 SF11/25 Po11/30 Se12/2 Val2/3

SAN JOSE

9/15	Gummers Knot	Grace	LA9/24 SF9/27 Se10/3
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SEPTEMBER, 1951



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SAILS	SHIP	LINE	DUE
9/26	Cstl Amsturm	Grace	Cristobal 10/7
10/6	Anchor Hitch	Grace	LA10/15 SF10/18 Sa10/23
10/13	Cstl Nomad	Grace	Cristobal 10/24
10/23	Gunsers Knot	Grace	Cristobal 11/3
11/4	Cstl Amsturm	Grace	LA11/13 SF11/16 Sa11/21
11/23	Cstl Nomad	Grace	LA12/2 SF12/5 Sa12/10

SANTOS

9/11	Del Mundo	Delta	N09/30 Ho10/5
9/12	Mormacisle	Mormac	Bo5/27 NY9/29 Pa10/2 Ba10/4
9/14	Mormacsun	Mormac	LA10/12 SF10/15 Va10/21 Sa10/23 Pa10/25
9/15	Grananger	Wes-Lar	LA10/10 SF10/13 Pa10/18 Sa10/20 Va10/21
9/17	Brazil	Mormac	NY10/1
9/18	Del Mar	Delta	N010/3
9/18	Fletero	Dodero	NY10/7 Bo10/10 Pa10/12 Ba10/13 NY10/14
9/19	Mormacsea	Mormac	NY10/4 Bo10/7 Pa10/9 Ba10/11
9/20	Alphacca	Hol-Int	NY10/6 Bo10/14 HR10/17 Ba10/19 Pa10/21
9/21	Peter Jensen	Nopal	N010/9 Ho10/12
9/21	Bardaland	Bodin	Bo10/7 NY10/9 Bo10/11 Pa10/13
9/22	Mormacowl	Mormac	Ba10/6 Pa10/8 NY10/10
9/22	Del Monte	Delta	N010/11 Ho10/16
9/24	Bowgran	IFC	NY10/10 Pa10/14 Bo10/17 M10/22
9/25	Del Aires	Delta	N010/10
9/26	Mormacmail	Mormac	Ba10/10 Pa10/12 NY10/13 Bo10/16 M10/20
9/29	Falkanger	Wes-Lar	LA11/24 SF11/27 Pa11/2 Sa11/4 Va11/5
9/30	Mormacove	Mormac	Ja10/14 NY10/18 Bo10/21 Pa10/23 Ba10/24
10/2	Del Norte	Delta	N010/17
10/9	Del Valle	Delta	N010/27 Ho11/1
10/11	Aagtdyk	Hol-Int	NY10/27 Bo11/1 HR11/4 Ba11/6 Pa11/8
10/16	Del Sud	Delta	N010/31
10/18	Bowgran	IFC	NY11/3 Pa11/7 Bo11/9 M11/14
10/29	Stranger	Wes-Lar	LA11/23 SF11/25 Pa11/30 Sa12/2 Va12/3

TAMPICO

9/18	Swanholm	Swed-Am	Ha10/3 M10/7
10/16	Rghidshim	Swed-Am	Ha11/1 M11/1
11/10	Swanholm	Swed-Am	M11/26

VERA CRUZ

9/13	Swanholm	Swed-Am	Ha10/3 M10/7
10/12	Rghidshim	Swed-Am	Ha11/1 M11/1
11/7	Swanholm	Swed-Am	M11/26

VICTORIA

9/15	Del Murdo	Delta	N09/30 Ho10/5
9/22	Alphacca	Hol-Int	NY10/6 Bo10/14 HR10/17 Ba10/19 Pa10/21
9/24	Peter Jensen	Nopal	N010/9 Ho10/12
9/26	Del Monte	Delta	N010/11 Ho10/16
10/13	Aagtdyk	Hol-Int	NY10/27 Bo11/1 HR11/4 Ba11/6 Pa11/8
10/13	Del Valle	Delta	N010/27 Ho11/1

TEA BERTHS

CALCUTTA

9/10	Express	Am-Exp	Bo NY Pa Ba Nf
9/20	City Oxford	Ell-Buck	Bo10/22 NY10/23 Pa10/26 NY10/29 B:10/30
9/27	Eschaquer	Am-Exp	Bo NY Pa Ba Nf
10/1	City Windsor	Ell-Buck	M11/15



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SAILS	SHIP	LINE	DUE
10/2	Exhibitor	Am-Exp	Bo NY Pa Ba Nf
10/7	City London	Ell-Buck	Bo11/6 NY11/7 Pa11/10 Nf11/13 Ba11/15
10/8	Sumatra	JavPac	LA11/11 SF11/21 Po12/2 Va12/7 Se12/10
10/20	Lombok	JavPac	LA11/29 SF12/5 Po12/12 Se12/14 Va12/17
11/8	Limbung	JavPac	LA12/12 SF12/22 Po1/2 Va1/7 Se1/10

COLOMBO

9/14	Express	Am-Exp	Bo NY Pa Ba Nf
9/15	Cornelius Msk	Maersk	NY10/16
9/19	Mandeville	Bura-Frn	USA10/15
9/22	Drente	JavPac	LA10/30 SF11/3 Po11/10 Se11/14 Va11/16
10/1	Gertrude Msk	Maersk	NY11/3
10/1	Exchequer	Am-Exp	Bo NY Pa Ba Nf
10/1	City Windsor	Ell-Buck	NY11/15
10/2	Ferland	Barb-Frn	USA11/2
10/6	Exhibitor	Am-Exp	Bo NY Pa Ba Nf
10/7	City London	Ell-Buck	Bo11/6 NY11/7 Pa11/10 Nf11/13 Ba11/15
10/15	Jav-Prince	Prince	Ha11/9 Bo11/12 NY11/14
10/19	Fernosa	Barb-Frn	USA11/14
10/23	Silverstar	Silver	LA11/29 SF12/5 Po12/12 Se12/14 Va12/17
10/29	Cing-Prince	Prince	Ha11/23 Bo11/26 NY11/28
11/2	Bonville	Barb-Frn	USA11/28
11/4	Arnold Msk	Maersk	NY12/8
11/19	Pleasantville	Barb-Frn	USA12/15
12/13	Brit-Prince	Prince	Ha1/7 Bo1/10 NY1/12
1/8	East-Prince	Prince	Na2/2 Bo2/5 NY2/7

HONG KONG

9/15	Hulda Msk	Maersk	SF10/13 LA10/16 NY11/2
9/18	Dale	Pioneer	NY11/6
9/19	Trafalgar	Barb-Wn	SF10/12 LA10/14 NY10/28
9/30	Trein Msk	Maersk	SF10/28 LA10/31 NY11/17
10/3	Mthw Lcknch	PacFar	SF10/18 LA10/20
10/4	Tudor	Barb-Wn	SF10/27 LA10/29 NY11/12
10/15	Peter Msk	Maersk	SF11/12 LA11/15 NY12/1
10/19	Tamesis	Barb-Wn	SF11/11 LA11/13 NY11/27
10/27	Wave	Pioneer	NY12/15
10/31	Nicoline Msk	Maersk	SF11/27 LA11/30 NY12/16
11/4	Fernside	Barb-Wn	SF11/27 LA11/29 NY12/13
11/19	Tungus	Barb-Wn	SF12/12 LA12/14 NY12/28

KOBE

9/11	Bonneville	Barb-Wn	SF9/27 LA9/29 NY10/13
9/12	Laura Msk	Maersk	NY10/21
9/15	Indian Bear	PacFar	SF9/26 LA9/28
9/23	Hulda Msk	Maersk	NY11/2
9/23	Dale	Pioneer	NY11/6
9/26	Trafalgar	Barb-Wn	SF10/12 LA10/14 NY10/28
9/28	Alaska Bear	PacFar	SF10/9 LA10/11
10/6	Trein Msk	Maersk	NY11/17
10/11	Tudor	Barb-Wn	SF10/27 LA10/29 NY11/12
10/24	Peter Msk	Maersk	SF11/12 LA11/15 NY12/1
10/26	Tamesis	Barb-Wn	SF11/11 LA11/13 NY11/27
11/1	Wave	Pioneer	NY12/15
11/6	Nicoline Msk	Maersk	NY12/16
11/11	Fernside	Barb-Wn	SF11/27 LA11/29 NY12/13
11/26	Tungus	Barb-Wn	SF12/12 LA12/14 NY12/28

SHIMIZU

9/15	Laura Msk	Maersk	SF10/1 LA10/4 NY10/21
9/26	Hulda Msk	Maersk	SF10/13 LA10/16 NY11/2
10/9	Trein Msk	Maersk	SF10/28 LA10/31 NY11/17



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SEPTEMBER, 1951



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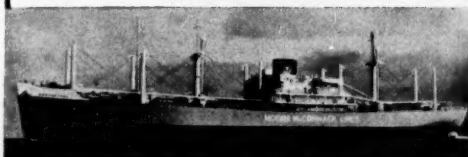
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SAILS	SHIP	LINE	DUE
10/27	Peter Msk	Maersk	SF11/12 LA11/15 NY12/1
11/9	Nicoline Msk	Maersk	SF11/27

TANGA

9/12	Afr Light	Farrell	NY10/11
10/20	Afr Rainbow	Farrell	NY11/18
10/25	Afr Grove	Farrell	NY11/24

YOKOHAMA

9/13	Indian Bear	PacFar	SF9/26 LA9/28
9/18	Laura Msk	Maersk	SF10/1 LA10/4 NY10/21
9/26	Alaska Bear	PacFar	SF10/9 LA10/11
9/27	Dale	Pioneer	NY11/6
9/30	Trafalga	Barb-Wn	SF10/12 LA10/14 NY10/28
9/30	Hulda Msk	Maersk	SF10/13 LA10/16 NY11/2
10/7	Mtwa Lcknch	PacFar	SF10/18 LA10/20
10/15	Trein Msk	Maersk	SF10/28 LA10/31 NY11/17
10/15	Tudor	Barb-Wn	SF10/27 LA10/29 NY11/12
10/30	Tamesis	Barb-Wn	SF11/11 LA11/13 NY11/27
10/31	Peter Msk	Maersk	SF11/12 LA11/15 NY12/1
11/5	Wave	Pioneer	NY12/15
11/15	Nicoline Msk	Maersk	SF11/27 LA11/30 NY12/16
11/15	Fernside	Barb-Wn	SF11/27 LA11/29 NY12/13
11/30	Tungus	Barb-Wn	SF12/12 LA12/14 NY12/28

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

² Accepts freight for New York, with transshipment at Cristobal, C. Z.

³ With transshipment at Colombo.

Shipping

Better coffee shipping methods
in Brazil to keep down charges
is asked by PCCA ship committee

Improvements in the methods used in Brazil to tender coffee for shipment, especially at the port of Santos, have been urged by the steamship committee of the Pacific Coast Coffee Association.

Carriers in the Brazil-Pacific Coast service asked for higher diversion and optional charges, blaming higher operating costs due in part to the way in which the coffee was delivered to them for shipment.

An accord between the carriers and the Pacific Coast trade set 50 cents per bag effective August 1st, as the rate for diversion of afloat coffees from the original port of discharge to another Pacific Coast port. The previous rate was 30 cents per bag. The carriers had asked for 75 cents.

Optional charges will remain unchanged at ten cents per

MALZONI & CO., LTD.

Coffee Exporters

SANTOS - BRAZIL

Represented in all U.S.A. by
OTIS, McALLISTER CO.

bag until at least January 1st, 1952, reported Harold F. Gavigan, chairman of the PCCA steamship committee. The lines had asked for an increase to 30 cents.

The interim period is to be used by the Pacific Coast trade in conferring with their Brazil shippers to put through needed corrections.

"Carriers complain that cargoes are delivered to them in a mixed condition and not in specific lots for a particular destination, the committee said. Optionally shipped coffee is delivered in the same manner, thus requiring difficult sorting when options are declared.

"Further, it would appear that importers here follow the practice of having larger lots shipped in various small multiples with covering bills of lading for each chop—under which the shippers are prone to give each multiple a separate mark regardless of the fact that the overall total of the shipment is all identical as to grade and type," the committee said. "It is suggested, therefore, that in requesting multiple shipments of specific purchases shippers be instructed to use one control mark without sub-marks, thus permitting diversions of optional discharge of any given quantity with a minimum of sorting, labor, etc., on the part of the carrier involved.

"It is further requested by the conference members that carriers not be asked by receivers at this end or by shippers at ports of origin to manifest or issue optional bills of lading after the coffee in question has been loaded in the vessel.

"It would be of great assistance to all concerned, regardless of the shipments being made optional or to be diverted from the original port, if all shippers at origin were to mark each side of the bag rather than to just mark one side as is the present custom. The benefits of marking both sides of the bag would be manifold and need no emphasis here. With particular respect to these comments concerning marks, your committee reports that this requested step has already been complied with by two or three shippers from Santos and Paranagua and such experience has clearly demonstrated the benefits both to the carrier and to receivers in having marks on both sides of the bags."

It is to be understood that the present rate of 20 cents per bag for diversion will remain in effect to cover such parcels diverted as may be intact and require no rehandling, the committee added.

Named general passenger agent for Delta Line

Parks B. Pedrick, passenger traffic manager of the Mississippi Shipping Co., Inc., has announced the appointment of Joseph Schiortino, Jr., of New Orleans, as general passenger agent of the Line.

Mr. Pedrick also announced that Eugene B. French, origi-

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SEPTEMBER, 1951



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nally of Natchez, Miss., had been appointed assistant general passenger agent. Both Mr. Sciortino and Mr. French will maintain offices in Delta Line's passenger headquarters in the International Trade Mart Building, New Orleans.

Mr. Sciortino, formerly assistant general passenger agent, replaces Herbert Wynn, who resigned early in July. Mr. French, formerly chief purser on the SS Del Norte, fills the post which had been occupied by Mr. Sciortino.

U. S.-Europe-South America at round-trip fares

An extension of the sea-air agreements between Moore-McCormack Lines and K.L.M. Royal Dutch Airlines has been announced by the two carriers, making a triangular trip between the United States, Europe and South America available to passengers at round trip fares on all legs of the journey.

Under the extension as announced by Leo E. Archer, general passenger traffic manager for Moore-McCormack, a traveller may utilize the services of Moore-McCormack Lines between New York and South America; then use K.L.M. air service to Europe; and finally return to the U. S. via K.L.M., and would pay only one-half the round trip fare for each section of his trip. The agreement covers travel in either direction.

A further arrangement, particularly of interest to Brazilians, provides that where transportation is sold and originates in Brazil, payment may be made in cruzeiros for the entire trip.

Stein, Hall enters coffee field; Bohart heads firm's new department

Stein Hall & Co., one of America's largest importers, manufacturers and distributors since 1866, have been appointed exclusive United States agents for Usropa S. A., Brazilian coffee exporters.

This is Stein Hall's initial entry into the coffee field, although tea has long been one of the firm's important commodities. All of the Stein Hall branch offices throughout the United States will handle coffee—Brazilian only, for the present.

Manager of the new coffee department is Andrew J. Bohart, who is operating out of the New York City offices of the company.

Usropa, S. A., has been organized by the former partners of Theodor Wille & Cia., who were one of the largest and most prominent exporters of Brazilian coffee before the war.

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Established in Brazil as Coffee Exporters in 1842
Also All Growth African Coffees

Demand for Steepolator Coffee Bags outstrips expanding production

Sales of Steepolator one-cup Coffee Bags tripled during the first quarter of 1951 and then doubled during the second quarter, it is revealed by Modern Coffees, Inc., Boston, in a summary of its past 12 months' operation.

Modern Coffees' president, Stanley H. Beaman, reported that orders at all times exceeded the full capacity of Steepolator bagging facilities and despite continuous expansion, Steepolator Bag production in the first half of the year could not keep pace with minimum repeat demand.

Since their introduction two years earlier, demand for the unique, individual cup coffee bags consistently mounted more rapidly than expanding capacity for their manufacture, Mr. Beaman stated. Modern Coffees was unprepared, however, for a sudden ballooning of demand to an unprecedented high at the start of 1951. Fed by consumer acceptance of wholly unexpected proportions with their appearance in each new market outside of New England, Steepolator Bags felt a demand which continued to climb throughout the first half.

Plans changed

Faced with a growing imbalance of output and demand, Modern Coffees discarded its 1951 marketing plans. Full emphasis was placed on boosting production. A national consumer advertising campaign had to be scrapped after the first ad's appearance in "Time" magazine. Acceptance of new customers was postponed indefinitely and output was stringently allocated among regular customers in quantities sufficient only to service repeat orders. Orders for two to five carloads from several individual customers had to be cut to one carload at a time during this period—this even after the Steepolator plant reached and passed the million-bag-a-week mark in early spring.

A contrasting and considerably improved midyear picture was presented by Mr. Beaman. With installation of special Steepolator bagging machinery in recent weeks, productive capacity has been upped substantially. Enough so, Mr. Beaman said, as to permit the addition of a limited number of new customers. Also he forecast an early resumption of Modern Coffees' Steepolator promotion and merchandising activities.

Tea bag to coffee bag

Looking back over the past six months' operations, Mr. Beaman stressed the consumer acceptance of Steepolator Coffee Bags as perhaps the period's most significant factor. The best explanation for this, he felt, could be found in the easy transference to coffee bags of the consumer's strongly imbedded familiarity with tea bags. Contributing, too, was the appeal of real coffee aroma, flavor and body in the cup without the need to brew a full pot. Most frequently, the readiness with which Steepolator Bags caught on could be traced to the combination of real coffee and convenience.

A further manifestation in this period of the success of Steepolator Bags, according to Mr. Beaman, was the first appearance of competition. This development is being followed closely, he said.

Although a much smaller amount of coffee than Modern Coffees' recommended weight of 154 grains (45 bags to a pound) could be easily packed in a Steepolator Bag and

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(Formerly Rosato, Ratto & Cia., Ltda.)

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the bag size itself reduced, Mr. Beaman stated Modern Coffees' position as believing that such a pack would be inimical to the best interest of the coffee industry as well as consumers. Only coffee makes coffee, he explained, so packing 60 to 70 bags (i.e., cups) to the pound would, in Modern Coffee's opinion, offer too weak a brew to the average consumer and be contrary to the coffee industry's objective of "selling coffee, not water."

Extend East Coast Colombian freight pact

The East Coast Colombian Conference has advised that the ocean freight agreements due to expire July 31st have been extended until September 30th, it has been reported by Fred C. Byers, chairman of the traffic and warehouse committee of the New York City Green Coffee Association.

Solubles—and the coffee trade

(Continued from page 12)

established brands, upon which so much care, effort and capital have been lavished, must follow the trend and be made available in this new form if their leadership is to be maintained. Customers who used to buy "X" brand regular coffee and changed to some popular soluble, will be back again to "X" brand if that brand can be had as soluble. That hankering for the name brand the customer became accustomed to over many years will remain a while longer but absence from the field of solubles should not be overstrained.

Follow your customers and keep soluble coffee within the coffee business.

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Direct Connections in Most Coffee Producing Countries

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
1950							
January	1,982	902	804	1,706	1,273	339	1,612
February	1,717	736	782	1,518	1,046	376	1,422
March	1,359	646	631	1,277	813	511	1,324
April	1,125	719	569	1,288	885	584	1,469
May	1,052	605	592	1,197	715	456	1,171
July	1,632	875	647	1,522	805	438	1,243
August	2,065	1,126	966	2,092	1,152	469	1,621
September	1,837	1,017	757	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	457	1,279	909	428	1,337
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July	1,244	738	646	1,384	739	357	1,096
August	1,038	479	588	1,067	559	360	919

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The Coffee Outlook

Since this corner last reported two-cent-a-pound cuts by a number of roasters, the atmosphere in the coffee market has changed decidedly.

So much so, in fact, that the two-cent cuts have in most cases been rescinded at this writing.

Behind this change in atmosphere seem to be two dominant factors.

On the one hand, reports on the availabilities of coffee for export from Brazil became less optimistic as the summer wore on. The latest official report, emanating from the DNC, put the figure for the 1951-52 crop at a point as much as two million bags less than some of the earlier estimates which were bruited around.

Coupled with this crop news was a growing consideration of measures in defense of coffee prices in the producing areas. The Vargas administration seems intent on developing a policy along these lines, has already made moves in this direction, and is shaping plans for a government agency which will replace other bodies in the supervision of coffee, particularly with respect to defense of prices.

Both these elements comprise the first dominant factor behind the change of atmosphere. On the supply side, they meant a stiffening of the market in the countries of origin.

On the other hand, the season was approaching when roasters traditionally move into the market to prepare for the heavy season ahead.

Green stocks held by the roasters were considered to be light, although stocks of the roasted product might have

been more ample. In any event, roasters did begin to do some purchasing.

The result of both factors was the decided firming of the markets which ensued, reversing the previous tendency.

The overall world picture, of course, played its part in shaping the thinking which influenced the trends. When the possibility of peace in Korea seemed close, roasters were cautious about buying, especially since the crop outlook at the time indicated heavier production. This situation, many of them felt, might knock the bottom out of prices, and they preferred, naturally, to play safe.

But as time passed, this attitude shifted. The peace talks in Korea seemed to be getting nowhere. At the same time, crop reports indicated that world supplies would not be as large as initially forecast. And producing countries gave evidence that even if there were a surplus, they would take energetic support measures.

All these elements enter into the picture—although, of course, they are not the only factors determining the current outlook for coffee.

Coffee for Holland

Coffee for Holland: Brazil has resumed exports of coffee to Holland, official and business circles report. They had been suspended following charges that Holland was reselling Brazilian coffee to the United States.

Imports may be paid for in sterling or even cruzeiros through monetary account. Theoretically, it will be impossible for Dutch traders to buy Brazilian coffee and sell it—for instance through French ports—to the United States, thus making a considerable dollar profit.

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Can supply will be near peak in coming year, says NPA in new order

Coffee roasters can expect better supplies of cans in the coming year.

The National Production Authority plans to allocate about 4,200,000 tons of steel for can production during the 12-month period beginning October 1st, assuring users of cans better supplies than in any comparable 12-month period.

This outlook was revealed by NPA when it issued an amendment last month to NPA M-25, the basic can regulation. Under the amendment, operation of M-25 goes onto a yearly instead of a quarterly basis.

The amendment limits canners of products in M-25's Group II, which includes coffee, to 90 per cent of their base period use. But with the steel allocation indicated by NPA, the likelihood is that cans will actually be available in greater quantities than before.

Stokes and Smith to sell Banks labeling machines in the U. S.

Arrangements have now been completed between Morgan Fairest, Ltd., Sheffield, England, and the Stokes and Smith Co., a subsidiary of the Food Machinery and Chemical Corp., Philadelphia, for the sale and service of the Banks labeling machines in the United States.

The Banks labeling machines, manufactured by Morgan Fairest, Ltd., are suitable for labeling bottles, jars, etc., in various sizes and shapes, and have several unique features both in construction and operation, it is reported.

During the past two years, over 600 of the machines have been installed in Great Britain, Europe, Australia and South Africa.

Packettes

People, Firms

H. G. Bratt: H. G. Bratt recently was appointed general manager of manufacturing, metal division, for the Continental Can Co., according to T. C. Fogarty, executive vice president of Continental's metal division.

Mr. Bratt formerly was manager of manufacturing for Continental's Pacific division and prior to that was general manager of its Cuban division. He has been with Continental since 1943, and in his new position replaces L. C. Walgash, who resigned from the company in July.

The personal approach

(Continued from page 21)

a class in social studies, economics or geography that couldn't benefit from a period devoted to tea?

Tools for the personal approach are in your possession—will power, a tea pot and the world's most popular beverage. The Tea Council and Tea Bureau are supplying the props. Why not use them?

This next year of tea promotion is a most critical period, and I hope each of us will prepare for the seventh annual convention as proudly and enthusiastically as we are today for the current one.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

Trace components



in flavor formulations

By J. V. WIGGERS de VRIES

Second of two parts

The strength of lime flavors may be substantially increased by the addition of *para* cymene as a trace constituent. This addition requires great care, especially in this flavor, as even the smallest overdose results in a spoiled composition. Traces of menthol are also sometimes added, as they bring a certain sharpness into the flavor.

It has long been a practice to add coumarin to imitation vanilla flavors in rather large quantities, even up to ten or fifteen per cent. This addition to the vanillin-ethylvanillin mixture does not, however, always give good results. A harsh and crude mixture is often obtained in this way, which is only faintly reminiscent of the sweet balsamic odor of real vanilla extract.

If it is necessary for reason of price or concentration to manufacture a completely artificial flavor, better results are obtained if the amount of coumarin is decreased substantially, and certain trace compounds added. For this purpose a good maple compound is invaluable, as its warm heavy odor furnishes very well the balsamic note which is lacking in vanillin.

Among other useful additions may be named anisic alcohol, ethyl- and benzylcinnamate, purified Tolu balsam, eugenol or its derivatives, and diacetyl.

Rum flavors are generally based on large quantities of the so-called rum ether. Though this is an indispensable constituent, it often imparts to the flavor a rather ethereal odor. It is therefore important to soften this odor by means of other constituents. Suitable trace components for this purpose are rectified birch tar oil, certain fractions of celery oil, a good ylang-ylang oil and diacetyl. Good results are also obtained by the inclusion of the esters of pyruvic acid, castoreum, undecalactone and the amyl esters of caprylic and capric acid.

For raspberry, the acetates and propionates of undecylenic and dodecylic alcohol, bornyl-acetate, civet tincture or civet-

tone and salicylic aldehyde can be named as trace constituents.

Apple flavors may be improved by the addition of styrolylacetate, methylamylketone, octylacetate and clary sage oil as trace constituents. Florizia, a famous speciality of Firmenich & Co., makes an extremely interesting addition to most apple flavors. It imparts a fine sweet flowery fruit note, and its strength and persistence are striking.

For bakery uses, cheese flavors are sometimes used. Interesting trace additions to this kind of flavor may consist of garlic-cumin- and rue oils and the higher aliphatic acids.

Orange flavors, which are usually based on orange oil or on terpeneless orange oil, will also benefit from certain trace additions. Neroli, mandarin oil or methylanthranilate are useful to vary the taste. Increased fruitiness may be obtained by undecalactone and hexylacetate and more sweetness is imparted by the acetates and butyrates of phenylethylalcohol, geraniol and citronellol.

Greater variety

Now let us consider some trace constituents which may be used for a greater variety of flavors, and thus have a more general application. To this class belong the higher aliphatic aldehydes, which are used in many different flavors. Some examples are, for instance, *n*-heptylaldehyde, which may be used to shade all kinds of nut flavors, as well as almond, whisky and cherry compositions. *n*-Octylaldehyde is chiefly used for lemon and orange flavors, but is also of importance for apricot and cherry compositions, as its slightly herbal odor is in this case of value. Methylhexylacetaldehyde is valuable for melon, pear and prune flavors, to which it gives a fine fruity top note. Dodecylic aldehyde may be used for honey and wax compositions, as well as lime, raspberry and peach.

Of the unsaturated aliphatic aldehydes *alpha beta* hexylenaldehyde is of importance for many flavors. As this is an extremely powerful chemical, great care is necessary to prevent it dominating the flavor. In small quantities,

however, it is a very good constituent of prune, apple, apricot and pear flavors.

Dimethylbenzylcarbinylacetate is a compound which has a fresh fruity and yet somewhat green odor. It is of importance in the compounding of honey, rhubarb gherkin and pear flavors. It may be used in a higher percentage than those of the usual trace components. Its corresponding alcohol, dimethylbenzylcarbinol, imparts a greater natural note to caramel and coffee flavors.

Patchouli oil is of importance as a trace component in walnut flavors, as well as pistachio, malt and maple. The results obtained in flavors with patchouli oil depend very much on the quality of the oil which is used. Medium quality or freshly distilled oils lack the fine fragrance of first class oils which have aged for a long time.

A little used essential oil, but with interesting possibilities in flavor compounding, is lovage oil. It has a penetrating odor and has to be used in very small quantities, but is then of value in black walnut and other nut flavors, in curacao and the French type of liqueurs.

The esters of ferylacrylic acid may be used as trace constituents in many flavors—the ethyl ester, for instance, in fig, date, caramel and cognac compositions, and the amyl ester for gin, whisky, almond and grape flavors.

(From *The Perfumery and Essential Oil Record*, London)

Chicago flavor house in new building

Neumann-Buslee & Wolfe, Inc., Chicago manufacturers of flavors and related essential oil products, has moved into their new building at 5800 Northwest Highway.

Flavorettes

Vanilla booklet is a best seller

"The Story of Pure Vanilla," the promotional booklet issued by the Vanilla Bean Association of America, is literally a best seller.

James Schmidt, president of the association and director of the vanilla bean department of Dodge & Olcott, Inc., reports that since publication of the booklet in May, with an initial appearance at the FEMA convention, nearly 4,000 copies have been distributed and requests are still pouring in.

One radio mention of the booklet brought a housewife response which astounded VBA members, Mr. Schmidt said. Alfred McCann, the food expert, described the booklet once on his morning program over WOR and offered copies to women who wrote for it. Within one week, Mr. McCann had received 1,700 requests. Then came letters praising the booklet and expressing a keen interest in vanilla.

Copies of the booklet, which tells the history of vanilla and includes recipes calling for pure vanilla extract, are still available in quantity, according to Mr. Schmidt. If you're interested, contact Mr. Schmidt either at the Vanilla Bean Association or at the New York City offices of Dodge & Olcott, Inc.

European businessmen are optimistic—P. C. Magnus

Back in the United States after an extensive business trip through Europe, P. C. Magnus, president of Magnus, Mabee

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& Reynard, Inc., reported that business in Europe seems to be in an extremely healthy state.

"I was pleased with what I saw in Europe," said Mr. Magnus. "Business in France and Switzerland, for example, is good. The merchants are optimistic, business volume is high. Marshall Plan funds have been effective in priming their recovery.

Bill O'Brien transferred to Los Angeles

William Lakritz, president of Florasynth Laboratories, Inc., New York City, has announced the transfer of Bill O'Brien from the Chicago laboratory to the Los Angeles sales office. Mr. O'Brien will act in the capacity of assistant to the general manager, Eliot Friberg.

This is in line with the Florasynth's plan for broadening customer service and offering wider opportunities for research and product development to manufacturers.

Mr. O'Brien has been trained extensively in the food and cosmetic industry, both technically and in sales, and is planning to devote the greater portion of his time to selling in Los Angeles.

Grocer drive a "hit"

(Continued from page 48)

any advertising campaign which does not spread the basic message in every way possible. The one place where every possible effort must be made is in the retail grocery store where the American housewife makes her decision as to what she is going to buy.

As one campaign has followed another, the amount of point of display material actually used in retail grocery stores has increased, reaching its highest point this iced tea season of 1951. The task of getting the point of sale material placed and actually used has been a cooperative effort of the tea packers through their sales departments and salesmen, together with the able support of the merchandising staff of the Tea Bureau operating on behalf of the Tea Council. The Tea Bureau group has been notably successful with the large chains and supermarket operators, particularly in cases where the policies of those important retailers prohibit or frown upon the use of point of sale material of any individual packer.

This kind of cooperative teamwork is what makes merchandising work, and it is my ardent wish that every single tea packer salesman, with proper guidance from his organization will "get into the act" in the 1951-52 hot tea campaign, and in the 1952 iced tea campaign. To repeat, the success of a product advertising campaign depends in large measure on the broadest possible use of point-of-sale material in the retail grocery store. The widespread use of the material this summer has been most commendable, but we should not be content until each and every packer salesman hangs up a new record in this respect for himself and his company.

Native tea chests

(Continued from page 38)

bring higher rates with an increase in the cost of tea.

It is suggested that all segments of the tea industry contact their foreign connections, urging them to bring to the attention of the Indian authorities the need for improvement in indigenous chests. In addition, letters by American tea interests, addressed to Mr. Sinha, would help.

SEPTEMBER, 1951

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Imitation
Maple Flavor
Base

"The Essence
of Good Taste"

...Produced mainly from
materials of vegetable
origin, this perfect Imita-
tion Maple Flavor Base
is a dependable repro-
duction of the aroma of
Maple Sap ...



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Pickle research project at University of California is sponsored by ASTA

Research on the comparison of natural spices vs. spice substitutes in the fermentation of pickles is about to be launched at the University of California's food technology department, according to an announcement by Harry J. Schlichting, president of the American Spice Trade Association, sponsors of the project.

The research will be carried out both in the laboratory and in cucumber and olive processing plants under commercial conditions. All phases of the project will be directed by Dr. Reese H. Vaughn, of the university's food technology department, a recognized authority in industrial fermentation.

America's pickle industry, which grossed more than \$200,000,000 in retail sales last year, uses spices in the preparation of processed dills, sour pickles and sweet pickles. Dr. Vaughn's researchers will make comparative field tests in all three categories, both at the salting stations maintained by pickle packers in the cucumber growing regions, and in finishing plants where the final immersions take place.

"The bacteriological phases of the fermentation process will be thoroughly studied," Mr. Schlichting said, "by comparing the actions of natural spices against the spice substitutes which are being used by some types of pickle manufacturers.

"We feel certain that natural spices provide for a better flavor in pickles than do substitute spices. It is also the feeling of our Research Committee that natural spices have

commercial value in the fermentation process. We have, therefore, turned the project over to the University of California's objective, independent research organization for a completely unbiased and accurate comparison of the use of natural spices vs. spice substitutes in this important industry."

Frederick D. Stillman, tea and spice man, found dead in Houston office

Frederick D. Stillman, widely known in the tea and spice industries, was found dead recently in his Houston, Texas, office, where he had succumbed to a heart attack. He was 49.

Mr. Stillman was president of the Texas International Trading Co., spice importers from Latin America, and he was also manager of the Houston office of the James H. Forbes Tea & Coffee Co.

He had been associated with Forbes in St. Louis. In 1933, when he was head of that firm's tea department, he served as chairman of the U. S. Board of Tea Experts.

He was the eldest son of Frederick E. Stillman, vice president of Forbes and a former vice president of the American Spice Trade Association, who died last October.

Says oil from cassia grown in China comes under ruling

Oil of cassia produced outside of China from cassia grown in China is considered to be merchandise of Chinese origin and subject to Section 500.808 of the Foreign Assets Control Regulations.

Elting Arnold, acting director of Foreign Assets Control for the Treasury Department, said that under a recent amendment to the section, articles grown, produced and manufactured in China continue to be considered products of China, for purposes of foreign assets control, even if they are processed in certain ways in other countries.

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Grenada — the nutmeg isle

By JAMES H. KEMPTON

Part 2

(The nutmeg is booming, according to this article from Foreign Agriculture. Here's a detailed picture of Grenada's nutmeg and mace production, including facts about economic trends on the island likely to affect the nutmeg outlook. —Ed.)

Nutmegs growers do not have to spray, dust, and prune. They do fertilize and evidently have one phytopathological problem. This takes the form of a chlorosis and is cured by treating the roots with copper.

In addition, there are no wild animals to act as deterrents to the collection of the megs. Grenada, at one time, had possessed some of the wild fauna of South America, including venomous snakes, but fortunately for the nutmeg culture, is now completely free of them. In fact, there is only one wild animal whose activity impinges on nutmeg culture and that is an African monkey (*Cercopithecus mona*), now as thoroughly adapted to the island as the Africans who brought him, but he is a minor pest.

Nutmeg orchards require little cultivation, as the oil in the fallen leaves has an inhibiting effect on weeds and grass. This is a fortunate circumstance for the nutmeg growers and especially for the meg collectors. Most groves resemble well-kept parks with all undergrowth nicely mowed. Of course, during the wet season when there is a light fall of leaves or the rains rapidly leach the oil, there must be some weed cutting. This operation is not of sufficient magnitude to give employment to many men; therefore nutmeg culture is a prerogative of the women and the men are forced off the island. To the casual visitor, Grenada seems to be populated largely with women and children. This impression is partly true, as women outnumber men in the ratio of about four to three. The island is small—21 miles long, 12 wide—and, as the men have to concentrate in the few towns for employment, the countryside is left to the women, making the ratio of women to men seem even more one-sided.

The nutmeg fruit is about the size and color of a peach, though rather with less blush and more yellow. This fruit is sometimes picked before maturity to make jelly. On maturity, the fruit splits evenly in halves and within gleams the dark brown, almost black nutmeg enclosed in its scarlet tracery of mace. The nut, or "meg" as the islanders call it, hangs lightly caught between the two halves of the fruit for about 24 hours, then drops to the ground. From here on the nutmeg is women's work and is not touched by male hands until ready for the steamer.

Megs must be gathered daily; otherwise they darken on the lower side and are then fit only for grinders. The nuts seen whole by the United States customer must be unblemished and the Association of Nutmeg Growers is strict in its enforcement of standards. The growers know the value of a carefully graded, uniform product and are jealous of the reputation of their Grenada megs. During the dry season about 10 per cent of the megs are grinders and during the wet season this rises to 20 per cent.

The Grenada Cooperative Nutmeg Association publishes weekly the value of the respective grades of megs and mace and the prices at which the association will make outright purchases. In addition, it publishes sales every two weeks.

The nuts are gathered in rather flat baskets, which hold, when full, about 40 pounds. These baskets are, of course, head borne. The women remove the mace, no two tracery patterns of which are identical, and spread it out in the sun to dry.

A basket of megs is a day's work and is worth to the collector about 40 to 60 U.S. cents. With any luck, a basket can be filled without struggling from sun up to sun down, and in the filling there is an agreeable amount of the social intercourse so esteemed by these gregarious people. Collecting megs is not hard work and the conditions of labor in the parklike groves are pleasant.

When the megs, without their mace, arrive at the collecting centers, their shells are removed. Perhaps it is not exaggeration to claim that the most characteristic man-made noise on Grenada is that made by the women nutcrackers.

The nutmeg shell is thin and brittle, yet strong enough to need a blow for cracking. This is provided by a little wooden, white-pine hammer with a square head about one inch in cross section and weighing an ounce. These little hammers resemble those used by piano tuners, and they are played about as a Guatemalan marimba player runs his trills. At the rate of two nuts per second, the cracker, sitting on the floor, legs spread, feeds the nuts from her left hand and deftly taps her blows. For six hours, she carries out this monotonous tap, tap, tapping—each tap turning out a nutmeg and an addition to the pile of shells. For these six hours, at two nuts per second, she receives a daily wage of from 70 cents to \$1.00 U.S.

One might ask, "Could not a machine be devised to do this work?" And the answer would undoubtedly be "Yes," but then how could these women be employed?



This Lustr Ware plastic spice rack, with its cutout letters, has been developed by Columbus Plastic Products, Inc., to keep spices handy in the kitchen. An ideal premium item for the grinder, the rack allows easy identification of containers and the open grill work gives a light, decorative appearance. The suggested retail price is 25 cents.

Tea progress in Pakistan

(Continued from page 39)

at the auctions where a large variety of grades is regularly offered for sale. All teas entering the auctions are carefully sampled, tasted and catalogued by experts, and the buyer is, at any time, sure to obtain those types of tea which he specifies.

It is the policy of the government of Pakistan to assist in popularizing Pakistan tea. In general, the tea-consuming public in foreign countries, and a good number of importers, are not aware that tea is, next to jute, East Bengal's main export item. It is time that Pakistan tea should be known and appreciated as such and that the country's produce should not be confused with other types of tea or merely be classified as "black tea from the East." Pakistan tea has many outstanding characteristics, a circumstance which should to the fullest extent be realized by importers and blenders who, may it be stressed again, can obtain from Pakistan a fine selection of various grades and types able to compete with fine tea supplied from elsewhere. Where strength, pungency, excellent liquoring characteristics and reasonable price count, tea from Pakistan is able to hold its own.

The tea plantations employ at present almost 100,000 persons. The labor force consists entirely of skilled workers. Almost all of them are the descendants of generations of workers who have spent their entire life on these plantations, a circumstance which rendered it possible to make good headway. They enjoy privileges which are hardly available to plantations workers elsewhere, and although such measures constitute a great financial strain on the estates concerned, it is realized that a contented labor force adds to the success of the industry which, may it be pointed out again, takes particular pride in doing its very best with the exclusive aim of supplying to the domestic consumer, and to foreign markets, fine tea from Pakistan.

India's tea producers

(Continued from page 37)

most loved and feared customer in the British Isles is the British housewife and no government can afford to ignore her outspoken and sensible comments or the political power

she wields. For those members of our association who produce primarily for the British market, it is her voice which calls the tune.

We welcome this turn of events and we believe it to be in the advantage of our other customers also. It may well be that tea in the United States and Canada plays a rather different part in the domestic economy to that which it plays in Britain. You may make it differently, you may serve it at different times of day, you may prefer it, at this time of the year, as an iced drink. But whether you drink it in the American way or the British way, you need strength and quality in the leaf, and we regard it as a privilege and duty to supply that.

(This detailed article by Mr. Galloway will be continued in the next issue of *Coffee & Tea Industries*.)

Tea as a flavoring

(Continued from page 46)

and salt in saucepan. Add tea mixture; mix well to blend. Cook and stir over medium heat until slightly thickened. Cool about one-half hour.

Turn into freezing tray of automatic refrigerator, setting control for coldest freezing temperature. Freeze 45 minutes.

Beat egg whites with rotary egg beater until soft peaks are formed. Set aside. Turn ice cream into bowl and beat with rotary egg beater until smooth but not melted. Fold in beaten egg whites. Return to tray and freeze one hour. Again turn into bowl and beat with rotary egg beater until smooth but not melted. Return to tray and freeze until firm. Freezing time: about four hours. Makes about one and a half quarts.

Tea ice cream may also be made in the hand freezer. Prepare as for refrigerator ice cream, folding beaten egg whites into cooled tea mixture. Then pour into freezer can, cover tightly, and pack in ice and salt, using eight parts ice to one part ice cream salt. Turn slowly for three minutes, then rapidly until frozen.

In preparing an extract for making milk sherbet, I make the same extract as the one given above, but use only milk—no cream. The milk-cream extract or the plain milk extract, if black tea is used, is medium brown in color. You will find this extract very mild in flavor and very smooth. The casein (protein) combines with the tannin as it comes out of the leaves and forms a film on the leaves by coagulation of tannin and casein, while the butterfat in the cream and milk takes up the fine tea flavor.

I have also used different commercial mixes now on the market with very good results. Lipton's Frostee is very good; 10-B-Low is especially good in texture. I have also successfully used a mix for ice cream put out by A & P. In making the milk sherbet, I find the Junket Lemon Sherbet ideal if fresh lemon juice is added besides the lemon carried in the commercial mix.

One nice thing about the tea ice cream and tea sherbet is that by using different kinds of tea, a variety of flavors can be obtained. I have also made sherbet from different kinds of teas, but find the very flavory teas are best for this purpose. I have had wonderful results with darjeeling and smoky souchoing teas as well as with Japan and China green teas. It stands to reason that the finer the tea, no matter what variety or blend now being sold commercially, the finer the flavor of the finished product.

*Use 14 Maxwell House Tea Bags, or seven tablespoons black tea, or one-half cup oolong tea.

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San Francisco Samplings

By MARK M. HALL

Any opinions by the coffee trade as expressed here are always as of the day interviewed, which is naturally some time before you read them. Conditions change so rapidly that it is hard to keep up with them. Latest estimates of 15,000,000 bags of exportable coffee from Brazil instead of 17,000,000 as reported earlier, and indications of a smaller bean has changed the statistical position of coffee and led to a change in sentiment among some importers. One green coffee man said that nature has been kind to the Brazilians.

There have been advances of two cents or more, and producing countries have given their active support to the market. Even in the bearish opinions of 30 days ago it was expected that August and September would bring a squeeze on Colombians. Furthermore, the roasters are said to be in a vulnerable position. For the last few months they have been buying little, and their stocks have been decreasing. When a roaster needs coffee he must buy. There are price movements which are the direct result of the buying habits of roasters, so when you are weighing causes always mix your statistics with human nature. There are

coffee buyers who are still buying when no one seems to want coffee, and they are making money for their firms.

As for the roasters, they report there has been a pick-up of buying by the retailers. This is after a dullness which began in May. Roasters are now buying for replacement. No particular increase in consumer buying is seen, but retailers are anticipating the general stimulation that comes to coffee drinking in the fall and winter.

As to a roaster's opinion of the market, it is felt that world production is still ahead of consumption and a surplus will continue to grow. They do not look for any great changes in the market in spite of the present strength, nor would they take a position on January, 1952, futures. There is nothing in the picture to stimulate any great rise in coffee prices. They can't go up much before they bump into the ceilings, and here is where the roasters seemed to have benefited from controls. Violent fluctuations are over. Roasters can carry on uniform production with less peaks and valleys in their operations.

■ ■ Allan Ehrhardt, of the Alexander Barlart Co., is again making hunting

news in the coffee world. It was last year that he made a trip into the wilds of Wyoming, with Bill Burch, of Ruffner, McDowell and Burch, Inc., as one of the party. In the meantime, fishing and horseback riding have filled in, but now Allan and Art Munson are going to northern British Columbia, just south of the Yukon country, to hunt for sheep, goat, moose, caribou and bear. This is real wilderness, the last frontier in the region of the Casiar Mountains and the Stikine River. They will each have a horse wrangler, two cooks and a guide, the latter a Canadian regulation for safety purposes.

It is a business in itself to prepare for such a trip, with loads of correspondence. Assisting is Trevor Arkell, of Nabob Foods, Vancouver, who is looking after clearance through the customs and other details. They expect to spend three weeks on the trip and start on October 6th for home.

■ ■ Joining other coffee concerns in redesigning their cans is Wellman, Peck & Co. The design has been streamlined for greater readability and has otherwise been modernized. The colors are blue, on a white background.

■ ■ To help Jack Hornung, of Naumann, Gepp & Co., Inc., celebrate his birthday, his wife Barbara, presented him with a baby girl, Janet Loraine, all of six pounds and doing well along with her mother.

(Continued on page 84)

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New York News



President Anisansel

■ ■ Arthur A. Anisansel continues as president of the New York City Green Coffee Association for another term. He was re-elected earlier this month at the organization's 28th annual meeting. Mr. Anisansel is vice president of Hard & Rand, Inc.

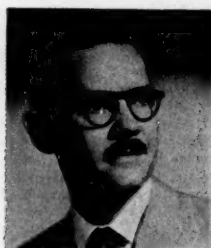
Named to continue as vice president was H. M. Sheffer, of the De Hope Goldschmidt Corp. Fred E. Barnard, of George W. Lawrence & Co., Inc., was re-elected treasurer.

The meeting elected the following directors for the 1953 term: H. F. Baerwald, Fred C. Byers, John T. Daly, C. L. Hudnall, William H. Lee and Edward J. Walker.

Named to the adjudication committee were J. F. Banzhaf, T. F. Conroy, H. A. Fraenkel, Leon Israel, Jr., E. K. Klausmann, Jr., John H. Naumann, A. J. O'Loughlin and Gordon W. Voelbel.

Comprising the nominating committee for the elections next year are J. Elliott Burt, J. G. Cargill, John J. Enright, Durand Fletcher and J. P. Norton.

■ ■ Dr. Walter Moreira Salles, of the Companhia Brasileira de Cafe, widely known Santos and Rio coffee shippers, flew to the United States earlier this month. He spent some time in Washington, D. C., and then went on to New



V. P. Scheffer

York. While in this city, he made his headquarters at the offices of Fairchild & Bolte, eastern representatives of Companhia Brasileira.

■ ■ The building at 78 Front Street is passing out of the coffee industry. It is being taken over by Rohner, Gehrig & Co., Inc., customs brokers and international forwarders.

The Otis McAllister Coffee Corp. has moved to new quarters at 129 Front Street. Fairchild & Bolte is moving early in October to 91 Front. And the New York Green Coffee Association will be shifting its location, too.

Add to these Front Street moves the shift into 101 by Woolson Spice from 133, by Angus Mackey from 99, and by O. F. Bayer from 99.

The 101 Front Street building was recently acquired by Leon Israel & Bros. and they are carrying through extensive modernization. Connections between this building and the firm's present one, which adjoins, are being opened up and an elevator is being installed.

■ ■ Gustav Wedell, of The East Asiatic Company, is looking fit and tanned after his return, on September 10th, from his ten-week tour of European countries.

■ ■ Headquarters offices of the Maxwell House Division of General Foods have

been moved to Hoboken, N. J. Jack Evans, general manager of the division, heads the group moving to Hoboken, which also includes managers of advertising, accounting, the controller's function and production for the division.

George V. Robbins, manager of the green coffee section, and his staff remain at 120 Wall Street.

■ ■ In New York City last month on a flying trip which included stops in half a dozen other cities was Frank J. Haberl, Jr., sales manager of the Cup Brew Coffee Bag Co., Denver. Mr. Haberl reported that he had extensive meetings with executives of leading roasters in this area and found news of the response to Cup Brew Coffee Bags in the West had created keen interest here. He said a number of roasters would probably be licensed to handle Cup Brew Coffee bags in the New York area in the near future. The licensing, he noted, is non-exclusive. Mr. Haberl declared that the executives of one of the major companies, which manufactures solubles, looks upon Cup Brew Bags not as a replacement for solubles but as a new way to brew regular coffee.

■ ■ A. S. Canessa, San Salvador coffee exporters, has named L. E. Toro, Inc., as their U. S. representatives. Founded in 1869, A. S. Canessa ships the well known AMEA and LVL brands of washed coffee. Heading the firm is Carlos J. Canessa, prominent in coffee circles in El Salvador. Roberto Canessa, his brother and a member of the firm, is El Salvador's secretary of foreign relations.

■ ■ William C. Winokur has joined The Harrison Co., New York City, as technical director. Mr. Winokur is a food technologist and was previously with the Quartermaster Food and Container Institute for the Armed Forces in Chicago.

Prior to Army service, he filled various food industry posts as chief chemist, production manager, research chemist, etc.

The Harrison Co. has been expanding its processed coffee production and is presently offering its services for private label distribution.

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Southern California

By ANDREW S. MOSELEY

■ ■ Kenneth Burns, of Jabez Burns & Sons, Inc., New York City, spent a few days in Los Angeles visiting the trade.

■ ■ The regular meeting of the Southern California Coffee Roasters Association was held at the Jonathan Club, Tuesday, August 7. The new president, Edward Appfel, presided, and much emphasis was placed on coffee brewing as it is practiced today. It was emphasized that the so-called stretching of coffee by various methods was increasing, and serious thought was given to some promotion with the idea of reaching the restaurant operator to encourage proper brewing methods.

■ ■ Several other members of the Los Angeles coffee trade have recently moved into new homes. The Ted Lingles recently completed their new home in the Oak Knoll district not far from the John Macks. The Bill Waldschmidt for some time now have been in their new home in Brentwood, and Bill reports they are still very busy with their many improvements both inside and out.

■ ■ Don Dunn, of Otis McAllister, Los Angeles, is a happy father again, this time a baby girl weighing six pounds, nine ounces. The Dunn score is two girls and a boy, still one short of the Earl Lingle total.

■ ■ John Castleman, of the Weldon H. Emigh Co., Inc., San Francisco, was down for a few days.

■ ■ The Ted Lingles recently returned from a vacation trip to Tahoe, where they spent a few weeks with the Allison. The Allison is expected to return shortly.

■ ■ Spent a pleasant week in San Francisco in late July, half vacation and half business. Enjoyed seeing all the boys on California Street, as well as a few roaster friends, and it was interesting to note that the feeling was widespread of a firm market for several months to come, but with the trend probably down in the months ahead—it could be sooner than that. Hilo Hattie, the real star of the Harry Owens show at the St. Francis, was thoroughly enjoyed by our little group, and the New York hit, "Guys and Dolls," at the Curran was one of the best in recent years.

■ ■ THOUGHTS OF THE MONTH: WHILE NO PRICE DECLINES HAVE BEEN NOTICED ON THE WEST COAST, THERE MIGHT AS WELL BE, AS SEVERAL LEADING ROASTERS HAVE COME UP WITH DEALS UP TO \$1.05 A CASE, OVER FOUR CENTS A POUND . . . THE LENGTH OF THESE DEALS VARIES FROM 30 TO 60 DAYS, OR ALLOWING THE MERCHANT TO BUY ANY QUANTITY IN TWO SEPARATE PURCHASES. IT APPEARS THAT DEALS OF THIS KIND HAVE REAL SIGNIFICANCE . . . CERTAINLY VERIFIES RECENT SURVEYS MADE THROUGH-

OUT THE COUNTRY THAT VACUUM SALES HAVE FALLEN OFF AT THE 90-CENT LEVEL.

St. Louis

By LEE H. NOLTE

■ ■ The recent golf party of the St. Louis Coffee Club was played over the course of the Glen Echo Country Club. The club seems to be full of star performers, because once again the blind bogey ended in a tie for first place. The winners were Joe Spencer, of the Star Coffee Co., and Dewey Duhart, of the R. L. Rogers Co. Each was presented with a beautiful prize, so both went home feeling rather happy.

Walter Landsmann, of the General Grocer Co., had the low gross score. Our special guest was Alvin Zander of Zander & Co., Inc., New Orleans. There were 21 who played golf, and 35 sat down for dinner, and a very good dinner it was.

On September 13th, over the course of the Sunset Country Club, is scheduled the fifth annual handicap tournament of the St. Louis Coffee Club. This occasion is to be highlighted by the Chicago Coffee Club sending a crack foursome to challenge the foursome of the St. Louis Coffee Club.

Mr. Cohen of the Continental Coffee Co., Chicago, will be the donor of the 1951 cup. Pete Rubinelli, president of the Star Coffee Company will donate the cup for the 1952 tournament.

We hope to have many guests from the coffee trade and allied industries.

San Francisco

(Continued from page 81)

If Jack neglects his garden at their home in Lafayette for the next few weeks, it will be understood.

■ ■ A. C. Woelfel and Harold L. King, of J. Aron & Co., Inc., covered the Northwest last month, teaming up on coffee buyers.

■ ■ William J. Morton, coffee broker from Los Angeles was in San Francisco last month and mingled freely with the boys in the vicinity of California and Drumm Streets.

■ ■ M. J. B. has a new design for its tea bag packages—100, 48 and 16-bag sizes. They have added a black band with the number of tea bags featured prominently against it in large numbers. The combination of red, black and white makes a more attractive and striking package. The changes in the green tea package include a green base with a red strip around the package. The size of the 100-bag package has been reduced to make it easier to handle by the housewife and to show up better on the grocers' shelves. The redesign is by Stanford-Sandvick.

Another note of interest for M. J. B. is the addition of a fine grind to their coffee output, result of demand by an important sector of their consumer trade.

It is reported they have had good success inducing the grocers to stock up on it.

■ ■ Charles Montague, of M. J. B., has this bit of information to offer. Marine insurance on tea shipped from India and Indonesia has dropped five cents per hundred. It is the second drop this year, and reflects the lessening of tension in those quarters. However the war risk remains the same.

■ ■ Harry D. Maxwell, of Hard and Rand, Inc., accompanied by Mrs. Maxwell, spent a vacation in Hawaii last month. They stopped at the Royal Hawaiian Hotel and visited Kona by boat.

■ ■ Plans have been made for the resumption of the trans-Pacific operations of the United Ocean Transport Co. (Daido Kaiun Kabushiki Kaisha) of Kobe, Japan, through the company's United States general agents, the General Steamship Corp. of San Francisco. Before the war, the United Ocean Transport Co. maintained from 12 to 14 sailings per month from the Pacific Coast to Japan.

■ ■ E. E. Hood, of Otis McAllister, has recently returned from a trip through Europe during which he contacted representatives there of his firm. He spent, in all about a month. The trip out was on the Queen Mary, and he came home by plane.

■ ■ Mrs. Mary Helen Early, daughter of John Siegfried, of Irwin-Harrisons-Whitney, Inc., received a letter recently stating that her husband, Earl, was a prisoner of war of the Communists. He is a master sergeant, mechanized cavalry, and was reported missing in action in Korea last November. The letter was dated February 11th, 1951, and the envelope bore the stamp, "From the Committee for the Advancement of Peace and to Stop Aggression." The Siegfried family are at least relieved of the uncertainty of no knowledge of Earl's fate, and can look forward with hope that the end of the war will bring his release.

■ ■ William (Bill) A. Carberry has resigned from the Pope and Talbot Lines and has joined the States Marine Lines, 241 Sansome Street, San Francisco. He will act in the same capacity, as freight representative, and will continue to contact his many friends who buy cargo space. The States Marine Lines run to the Mediterranean, Northern Europe, and the Orient. They make transshipments of coffee and bring in spices.

■ ■ Stanley B. Murray, controller of the M. J. B. Co., has been elected to the board of directors, it was announced by Joseph Bransten, president. Mr. Murray has been with the company since 1947, and before that was a public accountant with Hood and Strong. During the war he served in the Army's ordnance procurement division.

■ ■ All of the coffee for all of the United States armed forces west of the Mississippi and throughout the Pacific Ocean area is roasted at the Oakland Naval Supply Center, the largest naval supply installation in the world. The quota for the center is 9,000 pounds of coffee roasted every hour.

Chicago

By JOE ESLER

■ ■ The annual golf tournament of the Chicago Coffee Club at the Elmhurst Country Club was a record breaker in attendance and number of prizes awarded the contestants. Chairman Dan Lyons, assisted by Bert Hazle and A. W. McCann, reported one hundred prizes for the event. R. Eisner Jr. won the Pan American Coffee Bureau cup with low net and Norman Anderson won the sterling silver bowl, also donated by the Bureau, with low gross. Other awards were made to those drawing lucky numbers, even the newspaper reporters won prizes.

Eddie Johnson flew all the way from San Francisco to participate in the event. Visitors from other cities were Henry Smith, Kelly, Douglas Co. Ltd., Vancouver; Clarence Irish, Hoosier Coffee Co., Indianapolis; R. Eisner, J. Davis and R. Eisner Jr., Eisner Grocery Co., Champaign.

Tom Hellyer was admitted to membership in the club. Irving MacDonald since returning from Miami was reinstated.

In the absence of President Cohn, who was detained in New York on business, Leonard Olson presided. He read a challenge from the St. Louis Coffee Club offering to play four Chicago members for the championship honors of the two cities. The offer was accepted, the players announced later.

■ ■ As we go to press, we have received the names of the contestants competing with the St. Louis golfers September 13th at the Sunrise Country Club; Tom Webb Sexton, Jack Menary and Alvin Cohn, Danny Lyons, Walter Bown, Dave Courtney and several others will be cheering the Chicago golfers to help win the match game.

■ ■ The coffee trade is pleased to hear that George Muller, coffee buyer for Consolidated Grocers Corp., has moved his buying offices from New York City to Consolidated offices in the Field Building.

■ ■ UBC Distributors, Inc. are pushing the sale of Deerwood tea. The new package, eight ounces, they believe is best for iced tea and are urging their dealers to feature Deerwood tea displays.

■ ■ The Delta Line gave a luncheon to the coffee trade last month in honor of Mr. Harold McCardell, their Santos manager, who was a Chicago visitor.

■ ■ C. W. Gaylord, president of Gaylord Container Corp., announced negotiations are in progress for Fairfield Paper & Container Co. and The Dresden Paper Mills Co. to merge their interests with those of Gaylord.

■ ■ William Gerbosi of Jewel Tea is the author of a new trade book "What About Wagon Selling." It should be of interest to the coffee man selling direct to the consumer.

■ ■ Continental Coffee Co. held a luncheon meeting of their sales staff at the Edgewater Beach hotel recently.

■ ■ H. H. Hixson and his wife are on a vacation trip in Europe. They are expected back shortly.

■ ■ Superior Tea & Coffee Co. has moved into its own building. The latest type Burns roasting equipment has been installed and the newest model Gump grinding equipment. The company specializes in house to house delivery and has built up a reputation for quality goods.

■ ■ Several coffee men, who are golfers, will accompany the Chicago Coffee Club team to the St. Louis championship meet on September 12th.

■ ■ Jack Hellyer and his wife will go by motor to the convention at White Sulphur Springs. It is expected Gorman Wang and Phil Hellyer will also be present.

■ ■ Bert Hazle of B. F. Gump Co. and his wife have returned from their Colorado vacation.

Denver

By F. TUPPER SMITH

■ ■ The Colorado Coffee Association held a dinner and meeting Wednesday evening, August 8th at the Denver Athletic Club in the interest of Civil Defense. The purpose of the meeting was to organize the Coffee Industry in case of a major disaster.

The meeting was called by Mr. L. B. Patterson of Safeway Stores, Inc. who is in charge of all foods for the city of Denver under the Civil Defense Program. The guest of honor was General H. L. Larsen, head of the Colorado Civil Defense Agency. General Larsen addressed the members on the plans and aims of the Colorado Civil Defense Agency and asked the cooperation and organization of the Coffee Industry so they might be prepared to furnish coffee, tea, and chocolate in case of disaster.

Mr. Patterson elaborated on the services necessary from the Coffee Industry of Denver.

Mr. F. Tupper Smith of Smith Bros. Brokerage Co. was elected Coordinator for the Coffee, Tea, and Chocolate Industry and will in very near future, get the organization well under way.

■ ■ Mr. & Mrs. Leon Israel, Jr. and daughter Carol, spent two weeks the early part of July vacationing in Colorado. They spent most of the time at Steads Ranch in Estes Park but also visited Central City and enjoyed a short stay at the Broadmor Hotel in Colorado Springs.

■ ■ Mr. & Mrs. Floyd R. Pool and Mr. & Mrs. F. Tupper Smith enjoyed a week end in Estes Park, Colo., the middle of July, stopping at the Bald Pate Inn.

■ ■ On July 8, 1951, The Morey Merc. Co. sent out the following tribute to William L. Myatt who is Assistant General Manager.

Fifty years ago William L. Myatt entered the employ of The Morey Mercantile Company as an office boy at three dollars per week. Today, he has completed a half-century of efficient and faithful service in varied and important capacities directly related to the progress the company has made during its nearly 70 years.

"Nobody hears me around here" is perhaps his favorite expression, but he has been heard more than he thinks and his influence has been felt in all phases of the business.

Therefore, on this, his Golden Anniversary, a memento is presented to him by the Directors in appreciation of his able and loyal service down through the years. Our congratulations and best wishes to him as he starts on his second fifty years, and joins our President, John W. Morey, as the second member this year of the 50 Year Service Club.

Vancouver

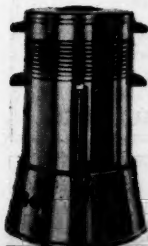
By R. J. FIRTH

■ ■ Harry Maxwell, of the San Francisco office of Hard & Rand, Inc., spent a few days recently calling on old and new friends in the coffee roasting trade in Vancouver. Mr. Maxwell could write a book about the coffee people he knows, and devote many a chapter to those who run the coffee business in Vancouver.

Wesley Becker, of the Chicago office of Hard & Rand, was with Mr. Maxwell on the trip to Vancouver and the Pacific Northwest. The two executives stopped off at Seattle on the way North, and also at other cities.

■ ■ Howard Gourlay, of Colombo, associated with the firm of George Stewart & Co., Ltd., was calling on the tea packers in Western Canada. He had stopped off at a number of cities on his way West, covering the tea trade in Canada very well.

■ ■ W. G. Jeffery, manager of the British Columbia Division of the C.A. (Continued on page 86)



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New Orleans Notes

By W. McKENNON

■ ■ The New Orleans Green Coffee Association held its annual golf outing at the Lakewood Country Club, with 82 present at the stag affair. Golf, handled by George Gernon, and gin rummy by Ralph Schwartz, started at 1:00 pm, and after a look at the excellent display of prizes the contestants played their best. Ashton Peyrefitte won the first prize with the lowest golf score; Max Zander, second; John Lala, third; A. Legendre, fourth; and Austin O'Brien, fifth. Winner of the first prize in gin rummy was Martin Doody; second, Ike Robertson; third, John Kent; fourth, Robert Muller; and fifth, Charles Nehlig.

Dinner was served at 7:00 pm, with W. D. Roussel acting in his usual capacity as master of ceremonies. Milton Ruth, president of the association, was chairman. Members of the trade agree that this was the most enjoyable outing to date and are looking forward to the next such event.

■ ■ Guy Snyder, director of Anderson, Clayton and Cia., Ltda., Santos, was a recent visitor in New Orleans, where he called at the offices of C. A. Mackey and Co., La., Inc.

■ ■ Wilmer T. von Gohren, with Mrs. von Gohren and their little daughter, Gretchen, motored to North Carolina for a vacation in the mountains. They stayed at the High Hapton Inn, Cashiers, N. C.

■ ■ H. L. C. Bendiks, of New York City, visited the New Orleans offices last month.

■ ■ Ashton Lafaye, of Lafaye and Arnaud, has returned to New Orleans after a ten day stay in New York City, where he conferred with Millon and Barrio Nuevo, of Millon and Barrio Nuevo Cia.

■ ■ Frank Nettle, of New York City, who formerly was in the coffee business here paid a visit to New Orleans and visited friends in the trade.

■ ■ Laz Aron, of the Commercial Import Co., with his family, is enjoying a vacation abroad this summer and at present is visiting in Paris.

■ ■ Weldon H. Emigh, of the Weldon H. Emigh Co., Inc., with Mrs. Emigh, visited here recently on their way back to San Francisco from a trip to Brazil.

■ ■ Joseph Frimel, St. Louis coffee broker, was a recent visitor in New Orleans where he called on the trade. He spent the weekend with the Felix Vaccaro family at Felvac, Pass Christian Isles.

■ ■ Adolph C. Ricks is back at the office after a trip with his family to Yellowstone National Park and Salt Lake City.

■ ■ Milton Ruth, of Leon Israel and Bros., Inc., with Mrs. Ruth, motored to Santa Fe where they were joined by their son, who had been in camp there. The Ruths will tour the western states before returning home.

■ ■ Frank B. Johnston, of the Otis, McAllister Co., Ltd., New Orleans, has just returned from a vacation trip through Florida, where he did some fishing off Key West.

■ ■ Erwin Aden, of the Crest Coffee Co., has just returned from a vacation trip.

■ ■ Albert Hanemann, of the Brazilian Warrant Co., Inc., was a recent business visitor in New York.

■ ■ Roy Davis, of the S. and D. Coffee Co., Concord, N. C., with his son recently passed through New Orleans and called on friends here.

■ ■ Grady Tiller, of the Otis, McAllister Co., Ltd., New Orleans, has returned from a business trip through the South.

■ ■ Webster Marks, of Zander & Co., Inc., recently made his first trip out on the road after recovering from an eye operation.

■ ■ W. C. Englisbee, of Ruffner, McDowell and Burch, Inc., New Orleans, recently made a trip to New York City where he attended a board of directors meeting of the firm.

Vancouver

(Continued from page 85)

nadian Tea Bureau, returned to Vancouver from his visits to Edmonton, Calgary and other Midwest Canadian cities, and after cleaning up some office detail, went on a three-week vacation.

■ ■ Arthur Irish Co., Ltd., internationally known green coffee brokers, with head offices in Vancouver, are remodeling the front of their 1220 West Sixth Avenue building, they recently acquired.

Indonesia coffee crop

High coffee prices and favorable growing conditions are given as reasons for the unexpectedly large 1950 harvest.

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Tea Convention, 1951

(Continued from page 17)

our common interest has led to a stronger and more effective Tea Association, and through this stronger Tea Association to the formation and successful operation of the Tea Council.

In addition, these annual meetings bring together persons in every varied phase of the tea business, from importer to carton manufacturer, and enable us to get to know one another better, to understand each other and each other's business more thoroughly, and give us a clearer and sharper insight into our industry as a whole and our own position in it. This fresh perspective of our relationship to the whole industry, which each person takes away from the convention, must inevitably make him or her a better salesman, a better tea man, or a better administrator, and, as such, that much more of an asset to his own company and to the industry as a whole.

Each succeeding convention marks an important milestone in the forward progress of tea, now a more progressive industry than ever before. Symbolically and in fact, as each tea convention brings us together, it forges another bond of interest to hold us together, and increases our determination to work together for the good of all.

Notable program

As has happened in previous years, the convention committee has been working hard for many months on the multitudinous details of the convention, and when tea men and their friends meet at the Greenbrier in White Sulphur Springs from September 30th to October 3rd of this year, they can be sure that once again a program will be presented that will be as notable in every way as its predecessors.

The program committee has received acceptances already from many outstanding speakers, and the complete program should be in the hands of all association members by the time this article appears in print. I venture to predict that any members who may have been hesitant for one reason or another about attending the Convention this year, will make every effort to do so when they see what is in store for them.

One of the heart-warming things about our conventions of late is that they are not only attracting members of the Tea Association and allied trades, but also many of our friends in the grocery and restaurant fields. Some of these friends came as part of a vacation trip and so thoroughly enjoyed the tea convention atmosphere, they come again to repeat the experience; some came just from friendliness, and come again because of an even friendlier feeling toward the tea trade of this country; some came from curiosity, but come again because of the interest in tea that the convention stimulated; and some came because they realized they have a real stake in tea, and come again because there is so much to be gained from the business sessions.

Tireless men

The sincere thanks of the Tea Association and the entire industry are due to the apparently tireless men who devote so much of their time and energy to the planning of these conventions. It is not possible to do justice to each and every one in an article such as this, but fortunately, a complete listing of the people to whom we are indebted appears elsewhere in this convention issue. Regardless of what I say, however, the finest tribute to all who work on the convention was paid by the people who attended last year's gathering. You may have seen the wording on one of the convention circulars which the Tea Association sent out.

People who attended last year agreed that "The Tea Convention Gives You Most", and people who attend this year will heartily endorse that sentiment.

Coffee drinking trends

(Continued from page 13)

home was offset by the decline in the lower group's home consumption. Retail price increases are probably the reason for lower consumption in poorer homes.

* There has been a decline in coffee drinking at eating places of 6.5 per cent, probably due most to the gradual trend away from the five cent cup of coffee, the report states. During the winter of 1951, only 30 per cent of the cups of coffee sold in eating places were priced at a nickel. About 18 per cent of the sales were priced between 6 and 9 cents, 43 per cent at a dime and about 8 per cent at more than 10 cents.

The five cent price held fairly steady in the South, but it is not known whether this is due to lower operating costs, a reduction in the strength of the brew, or whether the price of coffee is pegged to the price of other beverages. Unless customers of eating places become adapted to the higher per cup price for coffee, coffee drinking there may be expected to decline still further.

The Winter pattern of coffee drinking by place of consumption, and by period of day, the cups per person per day are greatest at all periods in the home, with the breakfast hour leading all other times. As a matter of fact, in terms of cups per person per day, home coffee drinking is nearly four and one-half times consumption in all other places. Dinner time runs second to breakfast in cups per person per day, but the dinner-hour total is less than half the breakfast figure.

By ages

Most people between the ages of 8-19 who drink coffee, drink only one cup daily, the report indicates. There has been no significant change in this pattern since the winter of 1950.

The percentage of coffee consumers rises steadily with age, reaching a peak in the 40-49 age group, after which a slight decline takes place. At the age of 60 and over, however, the percentage of consumers is still considerably higher than in any age group under 30.

A higher percentage of people in metropolitan New York drink some coffee than the percentage of coffee drinkers in any other locale. But there is a higher percentage of people in smaller communities who drink four or more cups per day. People in cities ranging in size from 25,000 to 100,000 are apparently more prone to drink several cups of coffee than people in larger communities.

Employed individuals drink more cups per person per day than the average for the whole population—3.02 to 2.36. This is true even where employed persons state that coffee is not available to them at work, with cups per person per day totaling 2.83. Among workers who can get coffee on the job, the figure is 3.20 cups per day for each. The average at work consumption for workers to whom coffee is available is .46, or nearly one cup per day for every other person.

It is clear that the five-cent cup of coffee no longer holds sway, the report states. Considerably more cups of coffee which are consumed away from home now cost 10 cents or more. In fact, very nearly twice as many cups of coffee are sold for 6 cents or more as are sold for a nickel. If this trend continues, the five-cent cup of coffee will soon be merely a matter of historical interest.

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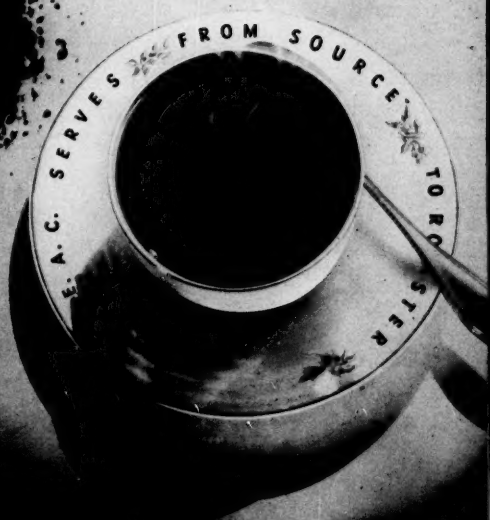
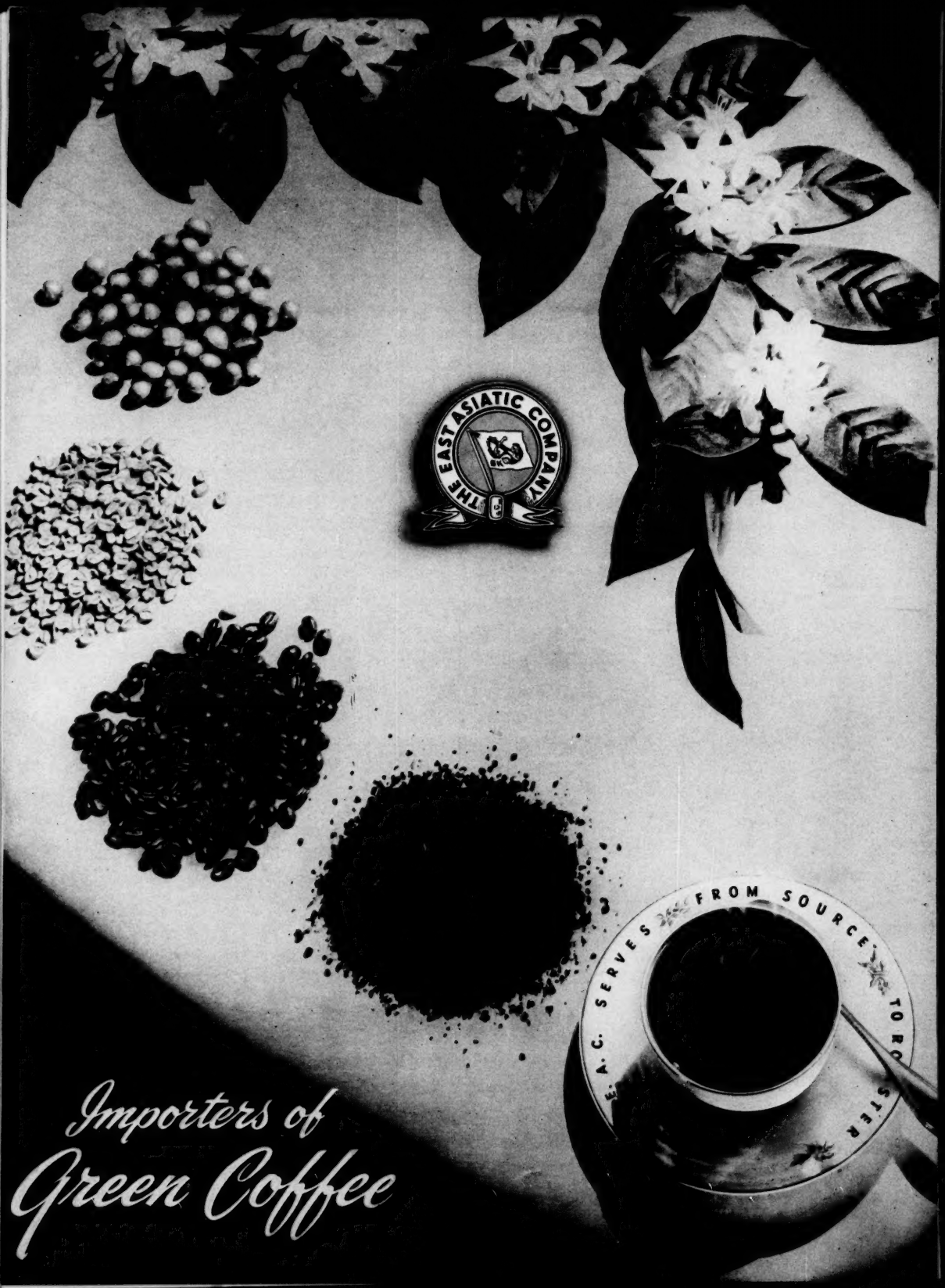
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